



Press release

JOJO  
*Ly*®

JOO  
ly®

*JOO ly® , the history of an a eyewear brand for women who like fashion  
and all its changing trends...*

What are women inspired by? What do they have in common that could be conveyed through an eyewear collection designed just for them?

Love, boldness, commitment, naturalness ... values that can be clearly seen both in our products and our design philosophy.

But there was also another primary theme:  
the interest women have in fashion and all its changing trends.



JOO ly® offers women the chance to stand out from the crowd by wearing glasses that not only reveal their style and clothing preferences but also enhance their personality.

Subtly combining fashion inspiration and designer eyewear, JOO ly® deciphers must-have pieces from the world of fashion and transforms them into an eyewear collection with striking details, graphics and colours.

To date, JOO ly® consists of «Denim shirt», «Little dress», «Ethno-chic», «Trenchcoat», «Scarf» and the ultra-trendy «Haute Couture».

A collection that will be expanded as fashions and seasons change...

# PETITE ROBE



Timeless, iconic, the “Petite Robe” (Little Dress) has crossed the seasons and the History of fashion without a wrinkle. Today, this essential item goes well with all personalities and styles.

JOO ly® reinvents the “Petite Robe” in a new collection, that can be worn for every occasion.

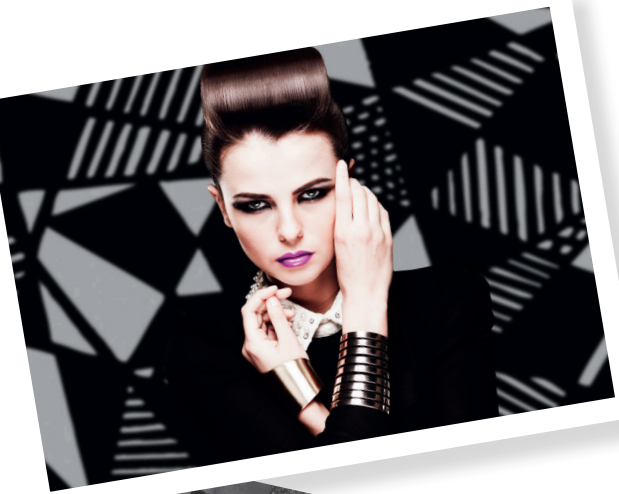
“Petite Robe” is a classical frame with pure fine lines. «Small Flower», «Leo» or «Mandala» designs decorate the edges of the frame front and fade-off along the temples.



“Petite Robe” is 3 metal shapes (2 rimmed, 1 semi-rimless), each available in 5 colours. The designs etched on the frame and temples are revealed thanks to coloured lacquer.

# HAUTE-COUTURE

## saison 3



Structure and graphic patterns are the themes of the new haute couture season.

This collection, resolutely inspired by the latest trends on the catwalk, remains true to the philosophy of the brand and haute couture products: in each of the models, a silk voile exclusively produced by and for JOO ly® is embedded in translucent acetate, revealing beautiful geometric and abstract patterns.

Featuring the interplay of materials, transparency and overlay, the decoration of the fabrics is worked in graduated colours or graduated pattern sizes on the front and endtips. The metal browbar fixed to the external corners of the front widens the look and adds maturity to the frame.



“Haute-Couture Season 3” consists of an acetate front and endtips featuring a unique inserted silk voile and a metal browbar and temples. The collection consists of three rimmed shapes, each available in five colours.

# BOHÈME



Crochet dresses, fringed jackets, jewelled headbands on flowing, wavy hair... The “Bohemian” theme is a key trend for 2015-2016, taking us to a world of freedom, nature and romanticism.

Like a desire from yesteryear, we can already see ourselves in the desert at Palm Springs and the must-visit Coachella festival, famous for its hippie chic dress code.

JOO ly® has produced its own vision of this inspiration with a colourful vintage collection. “Bohème” is a super-slim frame with soft curves facilitated by its radiused endpiece.

The whole of the frame features an ethnic-inspired pattern or textured decoration blending into graduated single, deep colours and is finished off with a washed-out patina. A small jewel with an antique silver finish added to the temple at the endpiece gives extra cachet to the frame.



“Bohème” is an all-metal frame and its patterns - applied using digital printing techniques - blend into a graduated single colour. The collection consists of five shapes (three rimmed and two semi-rimless), each available in five intense colours.

# KIMONO



Straight from the land of the rising sun, the kimono evokes the treasures of an ancestral culture, from the art of the Japanese garden to traditional tea ceremonies.

A key trend for the season, this frame with its floral patterns and XXL sleeves - ideal for sunny days - adds freshness and elegance to any look.

Like the famous fashion houses and ready-to-wear brands that have responded to the trend, JOO ly® delivers its own interpretation with the "Kimono" collection.

Simplicity and poetry for this Japanese-inspired frame. The matching tone colours of the metal front echo the floral or geometric decoration on the acetate temples.

The front is also slightly stepped to evoke the folds and lining of the traditional garment.



3D printing techniques are used to create the effect of the kimono's embroidered silk in the decoration on the opaque or translucent acetate temples.

The "Kimono" collection consists of 4 metal shapes (2 rimmed and 2 semi-rimless), each available in 5 colours.

# JEAN

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A year after “Chemise en Jean” (Denim Shirt), JOO.ly® has reinterpreted the iconic material of denim in a new collection: welcome to “Jean”.

The front is slightly stepped to emphasise the contrasting and matching tones of the frame.

More denim than ever, thanks to the texture of its temples which evoke the feel of the fabric, the frame is the perfect addition to a total jean look, one of this season's trends.



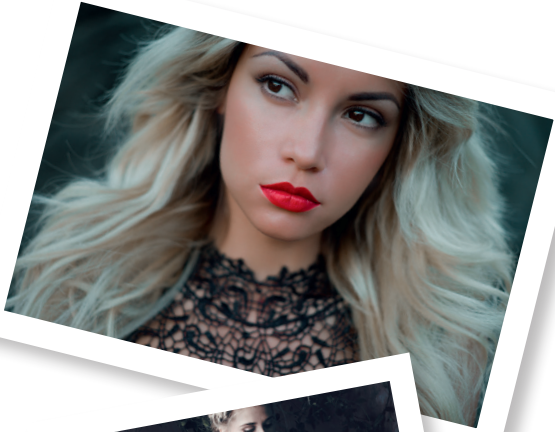
The “Jean” collection is available in 3 metal shapes (2 rimmed and 1 semi-rimless 1). The temples are decorated with a 3D printing technique to create textures that feel like denim (1 decorative effect per shape).

JOO.ly®



# DENTELLE

## percée



Like a little dress or a top subtly enlivened with a sprinkling of lace on the back or shoulders, at JOO ly®, the “Dentelle” collection has been enhanced with new discreet shapes for the eyes.

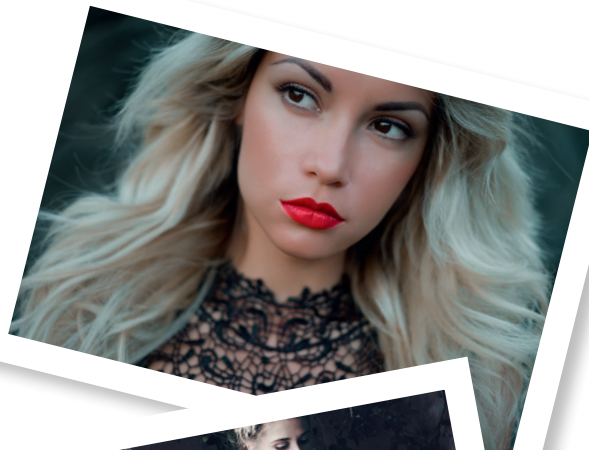
JOO ly® has signed off its first rimless collection with 5 new shapes and special new decorative effects. The subtle rimless front reveals the two colours of the delicate, openwork temples.



The new “Dentelle” collection, the brand’s first rimless model, is available in 5 shapes with two colours on the inside and outside of the temple. Based on the same principle as the first collection of the same name, the model is made from laser-cut sheet metal.



# DENTELLE



For many years the preserve of lingerie, lace now has a well-established presence on the catwalk. It features regularly in our outfits, whatever the season.

Elegant and refined, fashion houses love to play with its transparency and patterns, combining it with light fabrics and understated colours to emphasise the figure.

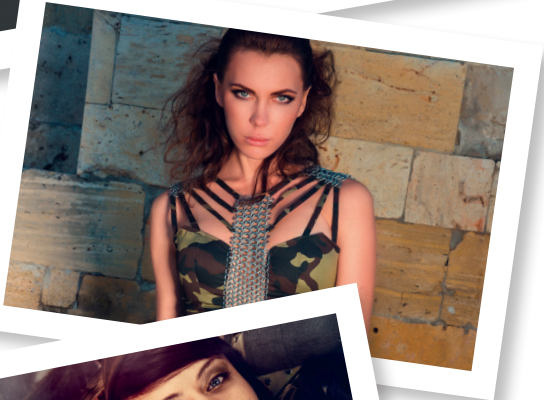
The frame «Dentelle» (lace in French) reinterprets these conventions with airy decorative effects and luminous colours in matching tones.

Openwork lace patterns on the endpieces and temples create a feeling of lightness and transparency.



The «Dentelle» frame is made from laser-cut sheet metal. Each model is available in 4 metal shapes (2 rimmed, 2 semi-rimless) and 5 two-colour, matching tone combinations.

# SOFT ARMY addition



Repeatedly seen over the last few seasons, the camouflage print is more than just a strong trend and is set to be the new timeless classic for wardrobes.

The “Soft Army” collection cleverly reinterpreted its features and has been enhanced with a fourth shape boasting a new delicate and detailed camouflage pattern. The outside of the frame is deliberately understated in plain colours. The “Army” motifs are visible only on the inside of the front and temples. These motifs, printed then pasted between crystal and coloured translucent plastic, give the frame its distinctive spirit. Like military stripes, metallic inserts are inlaid into the front next to the endpiece.



This fourth acetate shape is available in 5 colours with a new decorative effect specifically designed and created for the collection.

# SOFT ARMY



Forward march!

Military style is taking over our streets and wardrobes with a defiantly chic approach, but it's all a long way from formality or uniforms.

Khaki and camouflage prints have been revisited for an urban look and feature on women's clothes, from coats and parkas to straight skirts, tops and accessories.

The «Soft Army» model offers a highly original take on this trend.

The outside of the frame appears understated, with plain, translucent or opaque colours. The «army» motifs are visible only on the inside of the front and temples. These motifs, printed then pasted between crystal and coloured translucent plastic, give the frame its distinctive spirit. Like military stripes, metallic inserts are inlaid into the front next to the endpiece.



«Soft Army» is an acetate model with three rimmed shapes, each available in five colours.



# SCOTTISH



From the iconic Scottish kilt to the outfits of well-behaved children to the punk jacket, tartan has made it through the ages without a wrinkle but has seen definite changes in style!  
Today it's definitely glamour chic, worn in long shirts, short dresses, shoes and accessories.

With its «Scottish» model, JOO ly® pays homage to the pattern of this famous fabric. Different ways of applying it, different ways of treating it: on the topbar, the contour or the side of the eye, in finely woven check patterns, or enhanced with geometric or floral shapes.



A sheet metal frame in 4 shapes and 5 colours with printed decorative effects.

# HAUTE COUTURE SAISON 2



«A frame is a statement of style»...

Inspired by the wisdom of blogger Pauline\*, and her take on 2014-2015 autumn/winter trends, Haute Couture Saison 2 is for dedicated followers of fashion.

Transparency, light and opacity, a hint of suggestion and exquisite delicacy ... these key concepts on the catwalks of Paris and New York fashion weeks have been cleverly reinterpreted by JOO ly®.

On frames with definitively feminine shapes, translucent acetate is subtly combined with the opacity of coloured metal.

The result is a supremely delicate effect but not without a hint of boldness.



Haute Couture Saison 2 comes in 3 acetate shapes with metal topbar and temples. In terms of colours, there are elegant matching tones, horn/black and black/silver contrasts and tortoiseshell/gold combinations.

\* to learn more about our collaboration with Pauline, visit [www.paulinefashionblog.com](http://www.paulinefashionblog.com)

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# ROCK'N ROSE



Flowers evoke gentleness and poetry, especially in beautiful soft pastel prints

But when vintage roses flirt with studded metal, a collection full of contrasts is born.

Rock'n rose is designed for women who are part sensitive soul and part rebel. Floral fabric temples are decorated with a resolutely grunge two-colour metal jewel.



In this line, a cotton voile designed exclusively by JOO ly® and produced in a French fabric workshop is embedded in the translucent acetate of the temples.

3 metal shapes (including 1 semi-rimless) and 2 acetate shapes, each available in 5 colours. In the acetate versions, the fabric extends onto the fronts.



# TULLE



Originally symbolic of classical conventionality, tulle's ballet roots have gone all rebellious; worn as a skirt alongside a biker jacket or ankle boots, it rocks! With its multiple flounces, light passing through the transparency of the fabric creates a delightful range of different shades.

Sparkling and finely worked, the «Tulle» frame perfectly embodies the delicacy of this material. On the fronts, subtle geometric or floral patterns add the ultimate «rock'mantic» touch to the frame.



«Tulle» is a model made from cut metal. Each of the 4 metal shapes (2 rimmed, 2 semi-rimless) is available in 5 two-tone combinations.

# CHEMISIER

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A capsule fashion piece, the blouse (chemisier in French) is absolutely everywhere. This iconic garment can be found in every woman's wardrobe. Often reinvented by designers, over the years it has become a timeless classic.

Whether formal or casual, the blouse goes well with every style. The huge range of collars and materials used, whether floaty or fitted, mean that the blouse will always be on trend. And this wardrobe basic effortlessly adapts its shape and colour to the season or latest fashion. Easy to accessorize, it allows you to change your look in a flash.

The «Chemisier» collection reinterprets the key element of this famous piece: the collar. At the corner of the eye, the fronts are worked to evoke its shapes, overlays, folds or lace.



«Chemisier» embodies different types of collars in a collection of 3 metal frames, 2 rimmed and 1 semi-rimless, each available in 5 colours.

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# BROCCART

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Brocade fabric (brocart in French) is a blend of Eastern and Western cultures. Originally made from silk sewn with gold and silver threads, today it is available to everyone, appearing on the catwalk and featuring in wardrobes.

Tops, jackets, trousers, skirts and accessories all now incorporate its refined elegance. With its baroque feel, it gives outfits a precious look with a hint of Rock & Roll. It can also be discreet with subtle shades in matching tones.

With its rich colours and subtle patterns, the Brocart frame is inspired by this celebrated fabric. Its decorative effects inspired by Byzantine or contemporary styling will take you into a fantastical world.



5 shapes, 3 metal and 2 acetate, available in 5 colours. Temples are decorated with an innovative 3D printing technic giving decoration a real embossed design .

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