

## Press Release

From colourful to futuristic:

### The eyewear highlights 2024

**New year, new eyewear trends: 2024 impresses with intense colours, extravagant patterns, and innovative polygonal frames. opti 2024, the international trade show for optics & design, showcases the diverse styles that will characterise the look in the coming year.**

**Munich, 12 January 2024** - They are a must at opti, the international trade fair for ophthalmic optics & design: The eyewear trends for the coming season. Every year, opticians stock up on the latest models at Germany's largest optical trade fair. These trends are particularly popular:

#### 1. Bright trends: eyewear that emphasises personality

2024 gets off to a colourful and unmissable start: sunglasses and prescription glasses in vibrant colours set the tone. From bright blue and vibrant red to intense purple and vivid green: anyone who sees their glasses as a personal



trademark will find the perfect playground here. These trendy colours conjure up bright accents on the face - and also give a fresher, more youthful appearance, making them a must-have anti-ageing

accessory. Another advantage: the eyewear trend has the right frame for every face shape: round lenses for angular contours, angular designs for round faces, cateye models for trapezoidal facial features and lots of other eye-catching shield glasses for all those who don't care about the shape of their face - but who like to be the centre of attention. Hair colour and skin type can be used as a guide when choosing a colour. Contrasting colours (e.g., green lenses for red hair) or harmonious tone-on-tone variations set individual accents. Opticians are the right people to contact for type and colour advice.

#### 2. Striking patterns: eyewear that catches the eye

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2024 will be exciting, especially for people with an affinity for fashion! This year's eyewear trends are setting new standards with a variety of patterns.



Whether stripes, cool spots or dazzling inlays - every model is a real highlight. People who love plain-coloured outfits in particular can set accents with these glasses and create a skilfully designed overall look. A harmonious effect is created

when the colours of the glasses are also reflected in the outfit. Being bold is the order of the day! These glasses are also suitable as a second or third pair of glasses and guarantee admiring glances in both senses of the word.

### 3. Retro revival: round glasses reinterpreted

John Lennon would be thrilled: in 2024, round glasses will experience a renaissance with a modern touch. Round glasses are now becoming



fashionable, the retro charm of these glasses is being interpreted in a fresh and contemporary way. Classic metal eyewear in gold and silver will remain popular but will

face exciting competition from models in a matt finish, with subtle Havana patterns and striking browline designs. A mixture of vintage flair and modern sophistication makes these glasses a must-have for everyone. Round glasses are particularly flattering for angular facial features and create a soft effect. They are also a stylish choice for oval face shapes.

Extra tip: Round glasses harmonise best when they follow the natural curve of the eyebrows and thus frame the face perfectly.

### 4. Angular elegance: polygonal frames

Oversized and eye-catching to the max: this is probably the most surprising eyewear trend of 2024. Polygonal frames These multifaceted designs come in a wide range of styles - from metal to acetate frames in colours such as gold, silver, light blue, orange or green. Whether frameless - ideal for short faces -



in a two-tone look, with a colour gradient, plain or patterned, the square silhouettes offer something for every taste. This style gives faces a striking elegance and emphasises your individual

personality. Angular shapes paired with contrasting colours and compact frames are perfect for subtly conveying an assertive presence. In contrast, softer lines in pastel colours radiate warmth and empathy. The upper rim of the glasses deserves special attention: if it matches the brow contours, a harmonious overall look is created.

### 5. Temples in the spotlight: the must haves for 2024

In 2024, the temples will be the star of the outfit: gone are the days when the focus was only on the front of the glasses - now eye-catching temples draw



attention to themselves and add fashionable accents to the side of the face. This year, sunglasses and prescription glasses feature creative details on the temples: from cut-

outs and vibrant patterns to bold colours and unique shapes. Our tip: Wider temples are particularly suitable for short faces, as they emphasise the length of the face.

The eyewear trends are published annually together with the KGS, Kuratorium Gutes Sehen e.V. in Berlin.

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Image 1: Bright colours - Source: KGS/1 NEUBAU EYEWEAR | 2 Andy Wolf Eyewear | 3 Silhouette | 4 Metropolitan Eyewear

Image 2: Striking patterns - Source: KGS/1 OWP | 2 Metropolitan Eyewear | 3 OWP | 4 MEXX

Image 3: Round glasses - Source: KGS/1 OWP I 2 ic! Berlin I 3 MORGAN EYEWEAR @ Menrad I 4 Silhouette

Image 4: Polygon glasses - Source: KGS/1 COBLENS EYEWEAR GmbH I 2 ic! Berlin I 3 NEUBAU EYEWEAR I 4 UNITED COLORS OF BENETTON @ Mondottica

Image 5: Trend temples - Source: KGS/1 OWP I 2 Metropolitan Eyewear I 3 Silhouette

### **About opti**

opti is the international trade show for optics & design which takes place annually as the industry kick-off in January in Munich. It offers trade visitors the complete spectrum of ophthalmic products, from spectacle frames and lenses, contact lenses, refraction, diagnostics, and low vision to shopfitting and technical equipment. opti is the order platform and the location for product premières by international market leaders and start-ups alike. The event was first held in 1998, and since 2008 has been organised by GHM Gesellschaft für Handwerksmessen mbH.

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