



Offering

3 shapes x 3 colours => 9 SKUs

DAAA046

45 □ 16 - 130

Temporal distance: 113



DAAA047

46 □ 15 - 130

Temporal distance: 114



DAAA048

47 □ 15 - 135

Temporal distance: 114



Target market

Boys / 7-10 ans



Technical details



- 1 Screwed metal piece
- 2 High-definition printing inside the temple
- 3 Red lamination at the end of the temple



Concept

Concept for older section of the target market based on the MARVEL logo, treated as a brand in its own right.

Marvel is the brand name behind an American publisher of comic books. This is the inspiration behind this concept, with an illustration inside the temple created like a rough sketch, in blue pencil. The metal piece in relief, on the outside of the temple, identifies the model with the brand name. And at the end of the temple is red Marvel lamination.