



Sustainability, functionality, innovation, color

2024 EYEWEAR TRENDS

MIDO 2023 is launch-pad for all the season's new eyewear trends – responsible innovation, functional style and unconventional, fashion-forward color palettes

TRENDS

SS24 eyewear is shaping up like this: **reinterpretations of geometric shapes aimed toward functionality, elaborate aesthetics, unique limited editions, unconventional details, nature-inspired nuances and an unerring focus on sustainability and inclusivity.**

Eyewear design tends toward **personalization** and **uniqueness**; materials and shapes revolve around five key themes: Metaverse Metals, Encrusted, Volcanic, Pink Diamonds and Scavenged Beauty.

KEY SOLID MATERIALS

Metaverse Metals is based on the notion of Metaverse as an immersive, imaginative virtual reality that inspires hypnotic, almost psychedelic metallic colors. Innovative welds, futuristic finishes, evocative shadows and subtle shading arose from this trend.

Encrusted focuses on Hypertexture Futurism, which gives rise to encrusted surfaces fused with solid shapes. It is a charming ornamental trend, based on frames covered with a broad range of materials, including crystals, pearls, semi-precious stones and recycled materials.

Volcanic, as its name suggests, erupts with colors and materials that recall incandescent volcanic surfaces, inspiration drawn from the desert, fire, molten metal. Favored are pigments made with earth-friendly, sustainable production processes. Recycled acetates and bio-acetates make the grade and the colored lenses are reminiscent of lava flows.

Pink Diamond is the perfect embodiment of the French expression “*voir la vie en rose*”, [to see life through rose-colored glasses]. A romantic yet bold trend, it does not play around with cold, diamond-like transparencies but relies on shimmering reflections, fondant pinks. Responsibly mined natural diamonds, recycled or lab-grown stones are employed.

Scavenged Beauty explores the concept of upcycling, that is, re-use of discarded materials to create new objects of value. In this case, we see the use of shells, once resurfaced from the underwater world they are transformed

MIDO Press Office CAROLINA MAILANDER COMUNICAZIONE

Marcella Laterza +39 335 7559154 marcella.laterza@cmailander.it
Chiara Ferraro +39 345 0059935 chiara.ferraro@cmailander.it
Stella Casazza +39 349 3579552 stella.casazza@cmailander.it

into solid materials and intricate decorations. Seashells or ethically-sourced mother-of-pearl combine with stones or metal to create unique objects and limited-edition designs.

SHAPES AND GEOMETRIES

SS24 eyewear aim to be functional, with enhanced aesthetics, classic silhouettes reimagined with innovative, unconventional and surprising details. Five main shapes stand out: **Slim Racer Frame**, with thin, sporty lenses reminiscent of competition; **Fashion Shield**, oversize styles, true to their name; **Future Classic Frame**, with retro contours and shapes skillfully reinterpreted with a futuristic vibe; **Geometric Frame**, 1980's vintage-inspired geometric lenses; and **Surreal Wavy Frame** undulating, sensual, eccentric, psychedelic and surreal.

COLOR PALETTE

Five trendy colors shine in SS24 eyewear:

Radiant Red, bright, vivid, passionate, enthusiastic red; a pleasant, playful summer shade, stimulating and emotionally engaging, it confidently passes from the physical realm to the digital. An empathic, radiant red that embodies the concepts of wellbeing, love, self-care, and thoughtfulness.

Elemental Blue, inspired by calm relaxing shades of indigo, confirms the need for sophisticated colors that narrate the slow life and greater sensory awareness. A basic, down-to-earth, industrial blue that can morph into the surreal and experiential. It is suited to a minimalist aesthetic and matt finishes, but with reflections and hyper-tactility that add novel experimentation.

Nutshell, as in walnut shell, a rich natural brown with earthy spice tones that evokes warmth and reassurance, authenticity and fine craftsmanship. A color that speaks of sustainability, innovation and a growing sense of nostalgia, it entices consumers to return to retro-inspired styles and colors.

Cyber Lime, neon yellow, sharp and edgy, almost "tech", it energizes body and mind. This ultra-bright green points to the powerful connection between nature and technology. A color also found in the sensory digital worlds that blend organic shapes and synthetic realism, it asserts itself as an inclusive, dopamine-activating color.

Fondant Pink, a pigmented pastel with uninhibited youthful charm, it marks the return of tender, delicate colors that effortlessly blend with shades of lilac and lavender. This color is related to sensations of pleasure, a feeling that will become increasingly meaningful for consumers by 2024.

The information contained in this document was collected during research conducted by WGSN on behalf of MIDO

MIDO Press Office CAROLINA MAILANDER COMUNICAZIONE

Marcella Laterza +39 335 7559154 marcella.laterza@cmailander.it

Chiara Ferraro +39 345 0059935 chiara.ferraro@cmailander.it

Stella Casazza +39 349 3579552 stella.casazza@cmailander.it