



John Lennon™

EYEWEAR

TURN 1 2024

John Lennon™
EYEWEAR

•KNCO•
Lunetier depuis 1966

JOHN
LENNON
ROCK'N'ROLL



MARKETING

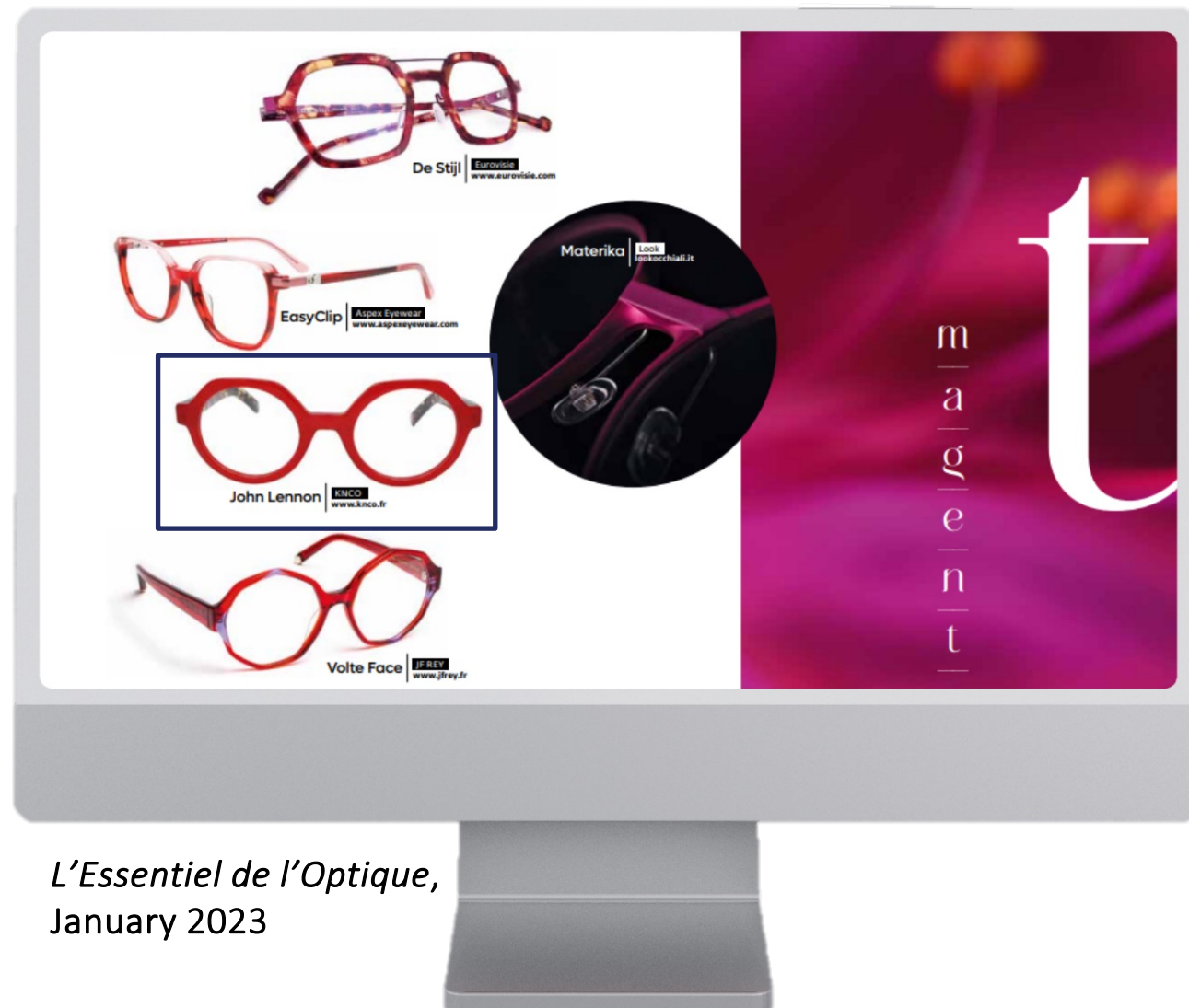


JOHN
LENNON
ROCK'N'ROLL

THE PRESS SPEAKS ABOUT IT



PRESS



L'Essentiel de l'Optique,
January 2023

The Indian Optician,
March 2023



JOHN
LENNON
ROCK'N'ROLL



PRODUCTS



TOP SALES



1. JO01

Ref. Zb



Ref. 01



4. JO236

Ref. Mn



Ref. Eb



2. JO241

Ref. Nr



Ref. Gm



5. JO215

Ref. Br



Ref. Ki



3. JO242

Ref. Zb



Ref. No



6. JO46

Ref. Zy



Ref. Ni



7. JO203

Ref. Ig



Ref. Ee



10. JO216

Ref. Bi



Ref. Ir



8. JO243

Ref. Zb



Ref. Rn



11. JO208

Ref. Kn



Ref. Ir



9. JO237

Ref. Zb



Ref. Rz



12. JO176

Ref. Io



Ref. Ig



13. JO231

Ref. Io



Ref. Ib



14. JOS227

Ref. Ce



Ref. Zg



15. JO240

Ref. Bz



Ref. Ri





NEW PRODUCTS



Oi : Orange - Silver



Gn : Green - Black



Ze : Havana - Gold

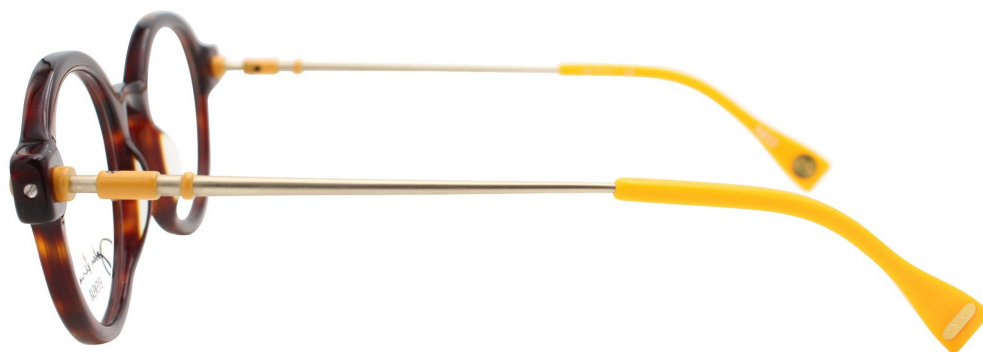
JO246 

COMBINED – RIMMED

47□22 H:42 LB:145

ARGUMENTATION

- Pantos shape.
- Nose key.
- Colored lines on front reminiscent of the grooves on vinyl.
- Temples shaped like vinyl turntable tonearms.
- Logo engraved and painted on the top of the right eye.





Gg : Green- Green



Rr : Red - Red



Bb : Blue - Blue

JO249 

ACETATE – RIMMED

47□22 H:44 LB:140

ARGUMENTATION

- Pantos shape.
- Cutting details.
- Nose key.
- Bi-material effect on Gg.



Ek : Gold -Kaki



Ir : Silver - Red



Ib : Silver - Blue

JO252 

METAL – RIMMED

48□21 H:43 LB:140

ARGUMENTATION

- Round shape.
- Titanium frame.
- Ultra light and durable.
- Double bridge.



Er : Gold - Red



Ig : Silver - Green



In : Silver - Black

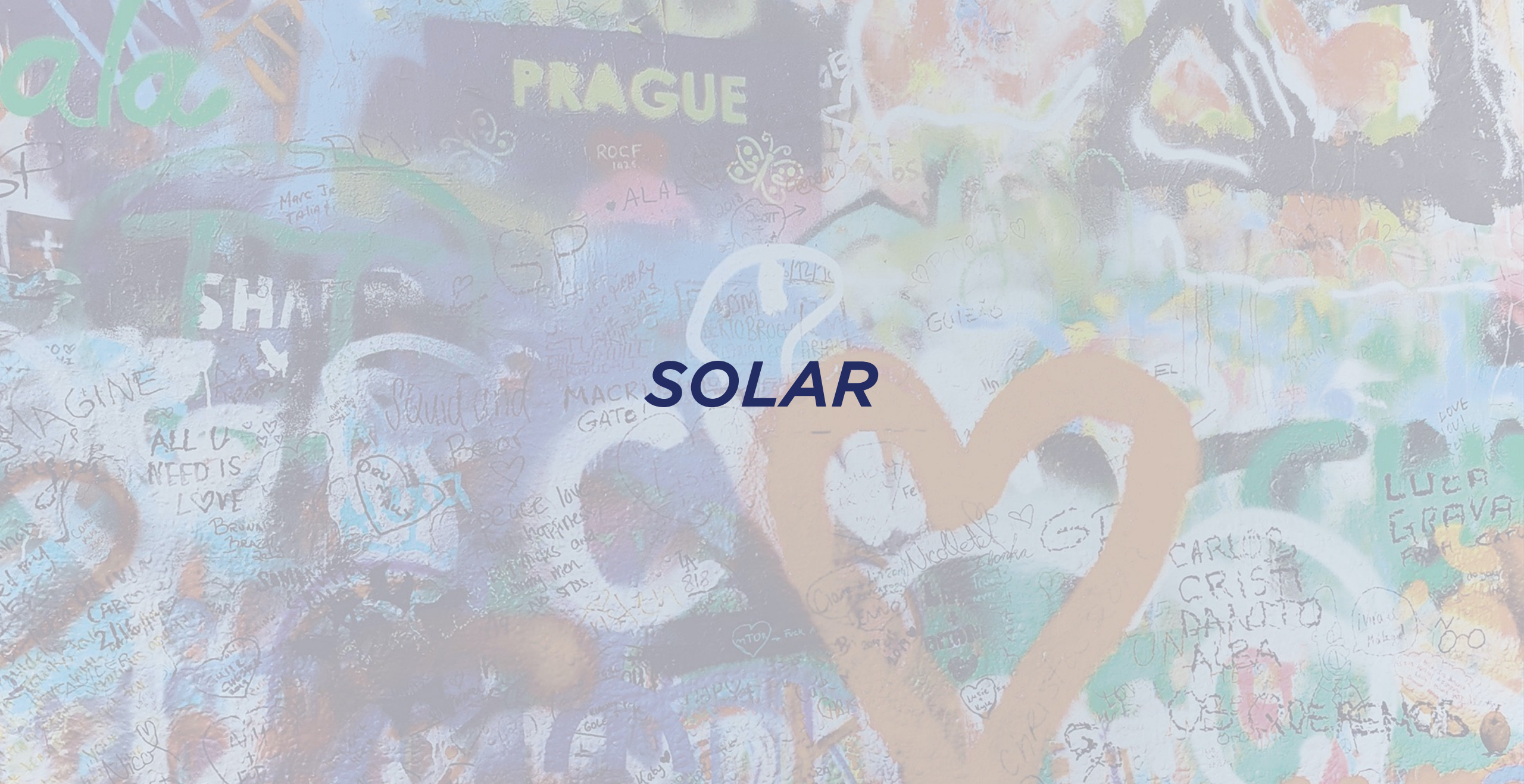
JO255 

METAL – RIMMED

44□23 H:42 LB:145

ARGUMENTATION

- Round shape.
- Flex hinge.
- Fine colored edging on the face.
- Offset endpieces.



SOLAR



Ib: Silver - Blue



Em : Gold - Brown



Bk : Blue – Kaki

JOS245 

METAL – RIMMED

47□21 H:42 LB:145

ARGUMENTATION

- Round shape.
- Colored Winsor on the side that matches the earpiece.
- Cutting on the nose.
- Sunglasses cat. 3.



Bb : Blue - Blue



Ez : Gold - Havana



Ik : Silver – Kaki

JOS247 

COMBINEE – CERCLEE

48□28 H:43 LB:145

ARGUMENTATION

- Round shape.
- Flex hinge.
- Metal frame with acetate rim.
- Sunglasses cat. 3.
- Large temporal gap.



Zz : Havana - Havana



Ee : Gold - Gold



li : Grey - Grey

JOS248 

ACETATE – RIMMED

46□24 H:44 LB:140

ARGUMENTATION

- Round shape.
- Embossing on front.
- Textured temple.
- Sunglasses cat. 3.



THANK YOU