

THĒLIOS

LOEWE

SU25 COLLECTION



01.

SU25 COLLECTION



MAISON KNOWLEDGE

01. A Symphony of Curves and Minimalism SPRING-SUMMER WOMEN'S 2025



CHÂTEAU DE VINCENNES IN PARIS



SCULPTURAL SILHOUETTES & ETHEREAL PRESENCE



Loewe
1826



'Embodying the essence of **radical minimalism**, LOEWE's SS25 sunglasses redefine **elegance** with their **sculptural silhouettes** and **ethereal presence**'



NEW MADRID BAG

02. *Elegance in Arrival: Guest at the SS25 show* A SYMPHONY OF ART AND FASHION WITH LOEWE SUNGLASSES



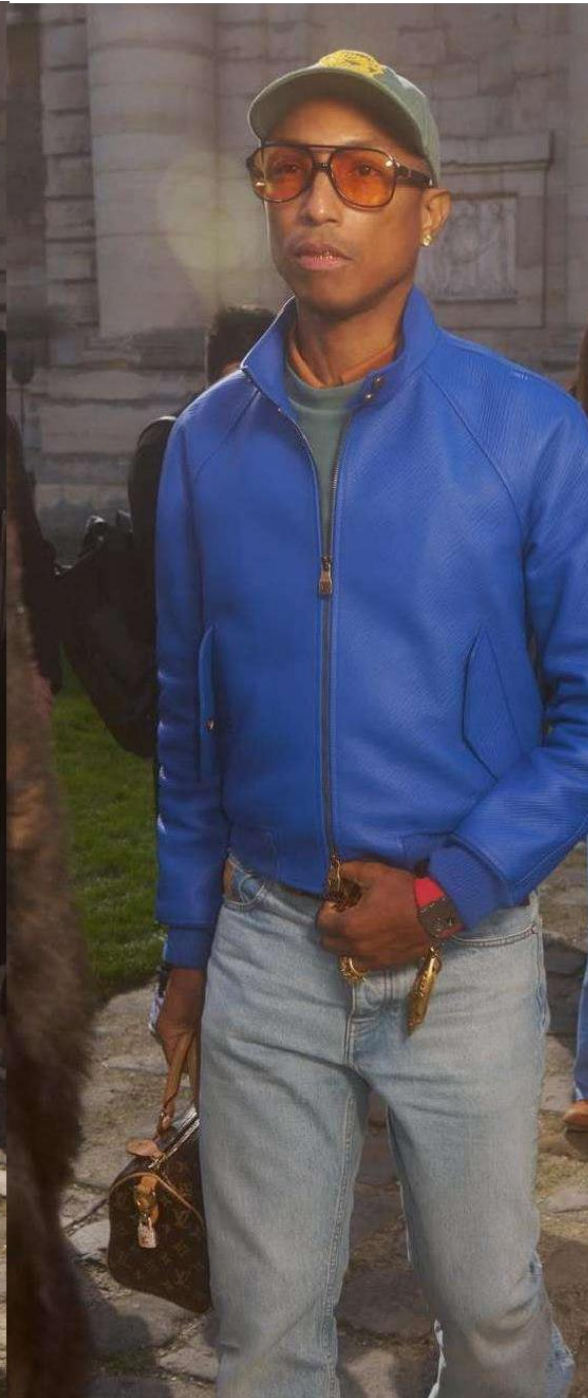
YANG MI



TAY RUSSELL



LUCA GUADAGNINO



PHARRELL WILLIAMS



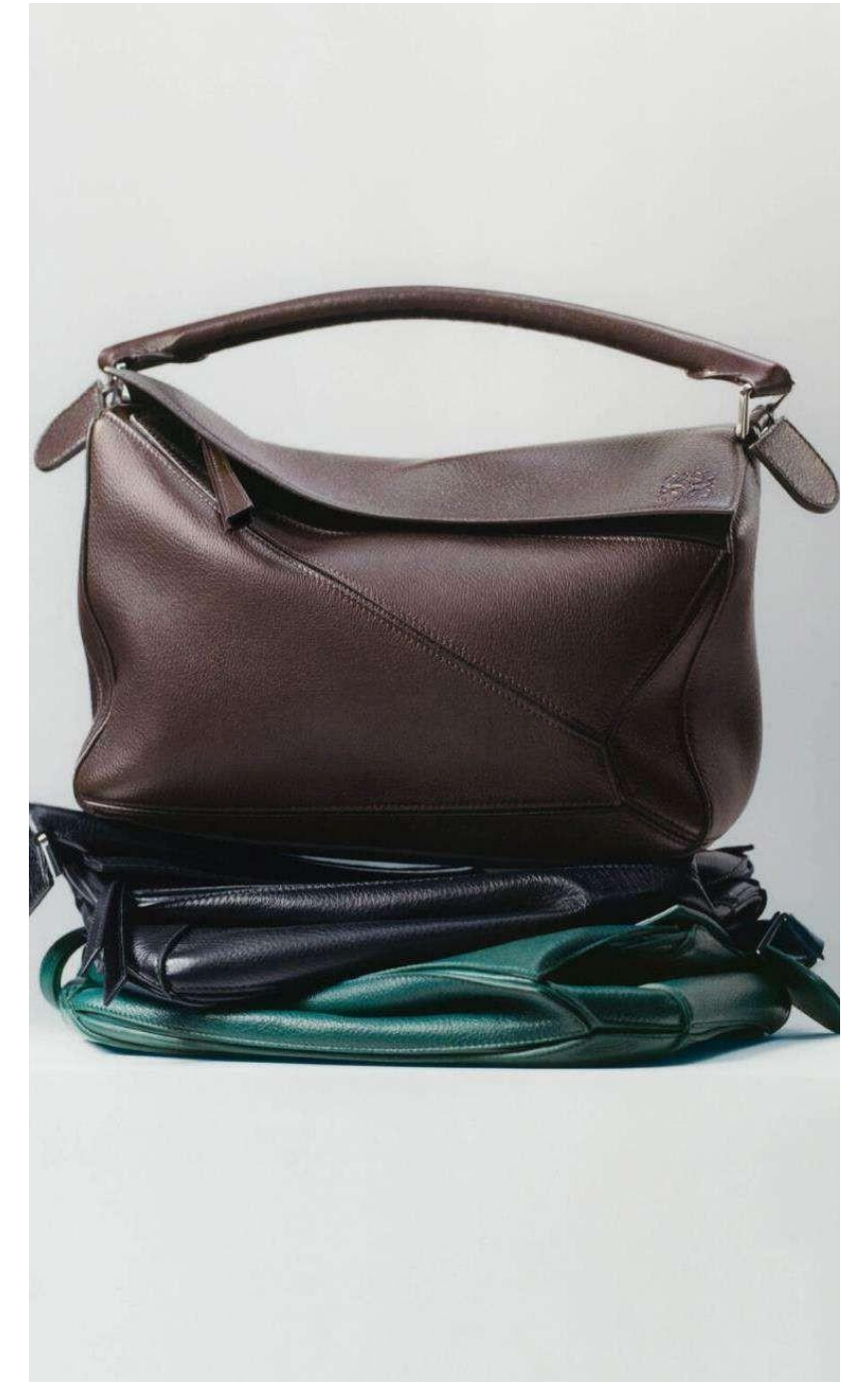
EMILY RATAJKOWSKI



03. Jonathan Anderson wins **designer of the year** AT UK FASHION AWARDS



LOEWE'S Creative Director Jonathan Anderson has been awarded designer of the year for the **second year running**.



EYEWEAR COLLECTION KEY POINTS

01 Fashion Show visibility
IN OUR SIGNATURE FAMILY



REFRESHING NEW SHAPES FOR MEN & WOMEN

02. Introducing a *manly* approach
FOR OUR SLIM UNIVERSE



ESSENTIAL CONCEPT IN QUALITATIVE ACETATE

03. Playing with our *best seller*
ICONIC ANAGRAM LINE



NEW MINI SHAPE & MODERN NEW COLORS

EYEWEAR COLLECTION KEY POINTS

Paula's Ibiza Drop

01. Diversify our diving *mask* story
WITH PLAYFUL SIGNATURE FRAMES



UNISEX SHAPES & SEASONAL COLORS

02. Enrich the *wow offer* with a
SIGNATURE FLOWERS MASTERPIECE



ULTRA FEMININE SUMMER STYLE

03. Rely on the *success*
WITH SIGNATURE COLOR RENEWALS



FULL BLACK IN OUR BEST-SELLER

PRODUCT DEEP DIVE

PRODUCT MIX

16 NEW STYLES

11 SUN (+2 AF)
6 OPT (+2 AF)

MATERIALS

74% Acetate
15% Injected
11% Metal

COLOR ADDITIONS

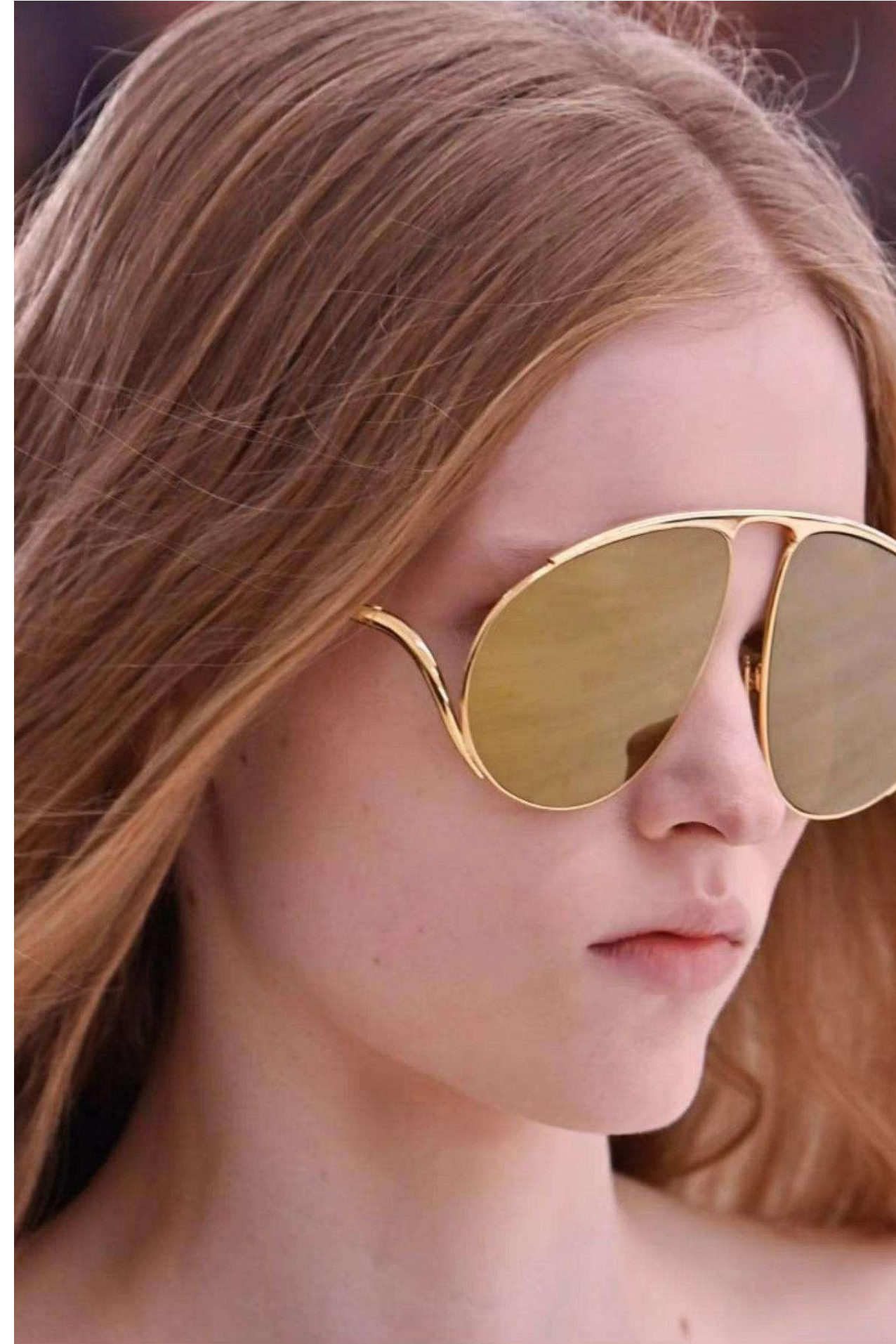
SUN: 5 Styles

100% MADE IN

ITALY

02.

SUN STYLES

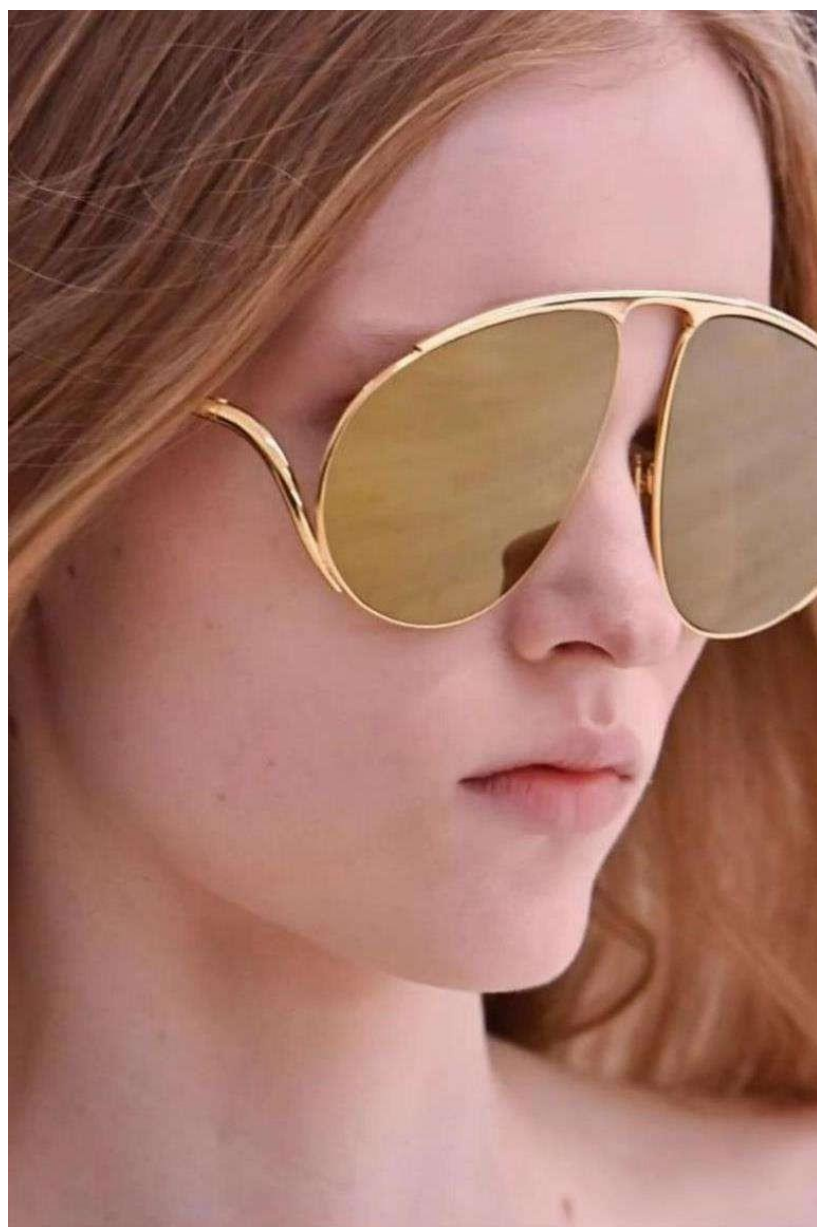


THĒLIOS

EYEWEAR COLLECTION OVERVIEW

EDGY

Daring



SIGNATURE SHOW

+3 NEW STYLES (1 W & 2 M)



SIGNATURE

+3 NEW STYLES
+1 COLORADD



SIGNATURE FLOWERS

+1 NEW STYLE
+1 COLORADD

STATEMENT

Fashion Chic



ANAGRAM

+1 NEW STYLE (+1 AF)
+3 COLOR ADDS (+2 AF)

ESSENTIAL

Easy to Wear



SLIM

+3 NEW STYLES (+1 AF)



Fashion Show visibility

WOMEN FASHION SHOW
SIGNATURE
INTRODUCING 1 STYLE

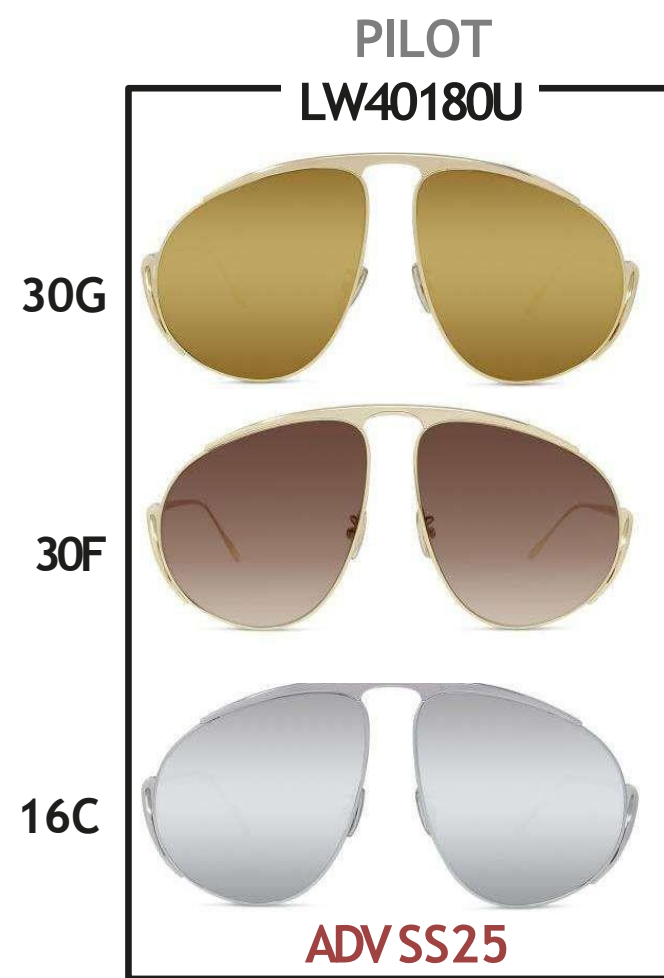
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SIGNATURE WOMEN FASHION SHOW

Product Deep Dive



SS25 Women's Fashion Show



VINTAGE INSPIRATION



Concept that will continue in FW25

LOEWESU25 COLLECTION

SIGNATURE | LW40180 U | ADV
WOMEN FASHION SHOW



16C
Shiny Palladium Frame
Solid Silver Mirror Lens
ADV SS25



30F
Shiny Gold Frame
Gradient Brown Lens



30G
Shiny Gold Frame
Solid Gold Mirror Lens

Technical details

U 61 2 13 120 ~~RX-able~~



Reworked versions of *dive* in **mask**

PAULA'S IBIZA MOMENT

SIGNATURE

+3 STYLES

Existing offer

ORIGINAL



LW40033 I | SU19
PHASING OUT



LW40143 U | SU24



LW40064 U | SU21
+1 NEW COLOR



LW40150 U | FW24

INFLATED



LW40097 I | FW22
PHASING OUT



LW40117 I | FW23
PHASING OUT

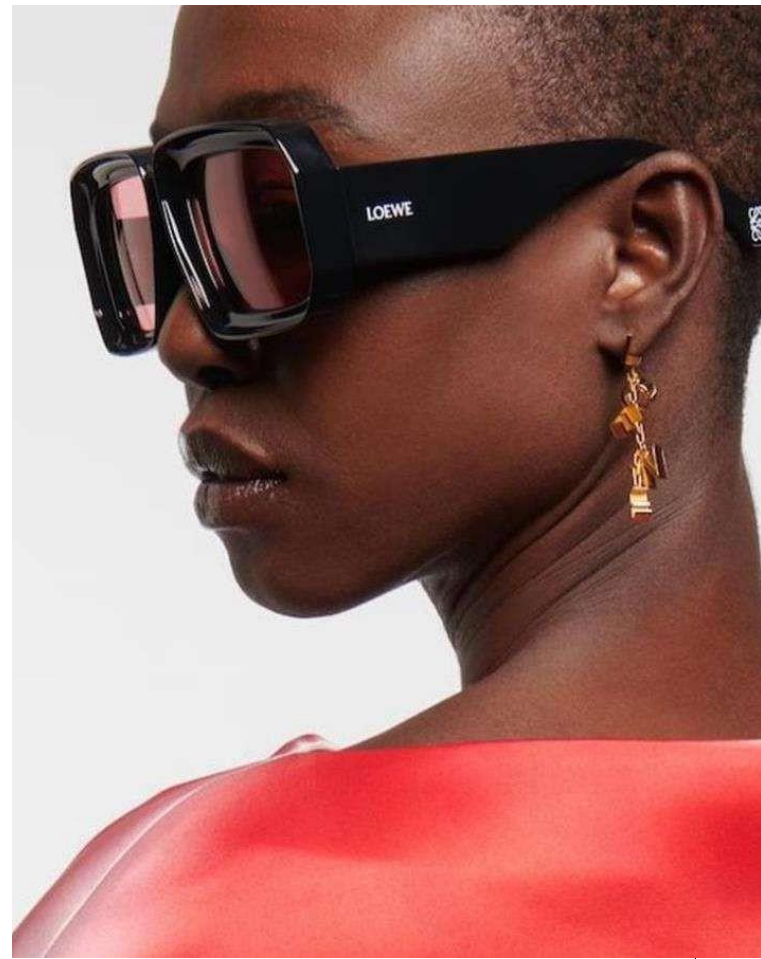


LW40118 I | FW23

THĒLIOS

SIGNATURE PAULA'S IBIZA MOMENT

Product Deep Dive



Colors align with Paula's Ibiza collection



~~RX~~ able



ANAGRAM ENGRAVED ON TEMPLE TIPS



GOLD LOGO ON METAL



Beveled behind the lenses TO CREATED DEEP EFFECT



LOEWE SU25 COLLECTION

SIGNATURE | LW40170 U

PAULA'S IBIZA MOMENT



★ **01V**
Shiny Black Frame
Solid Light Blue Lens



52F
Classic Havana Frame
Gradient Brown Lens



96E
Shiny Sage Green Frame
Solid Brown Lens

Technical details

U 61 0 16 140 ~~RX-able~~

LOEWESU25 COLLECTION

SIGNATURE | LW40171 U

PAULA'S IBIZA MOMENT



Technical details

U 62 0 16 140 ~~RX-able~~



01V
Shiny Black Frame
Solid Pink Lens
ADV PI25 TBC



25N
Shiny Opaline Ivory Frame
Solid Green Lens



52E
Classic Havana Frame
Solid Brown Lens

LOEWESU25 COLLECTION

SIGNATURE | LW40172 U

PAULA'S IBIZA MOMENT



01C
Shiny Black Frame
Light Silver Mirror Lens



52N
Classic Havana Frame
Solid Green Lens



96N
Shiny Sage Green Frame
Solid Brown Lens

Technical details

U 56 0 16 140 

LOEWESU25 COLORADDITION PAULA'S IBIZA MOMENT

SIGNATURE | LW40064U

NEW COLORS SU25

LW40064U
+1 NEW COLOR

BEST SELLER #1 WORLDWIDE



01C

Shiny Black frame,
Solid Smoke with Silver Mirror lens

56 17 145 4

CARRY-OVERS



01Y



53V



Enrich the *wow offer*

PAULA'S IBIZA MOMENT

SIGNATURE FLOWERS

+1 STYLE

Existing *offer*



LW40088U | SU22
+1 NEW COLOR

THĒLIOS

SIGNATURE FLOWERS PAULA'S IBIZA MOMENT

Product Deep Dive



Concept in line with Paula's Ibiza jewelry

COLORFUL INJECTED FLOWERS



FEMININE METAL STYLE



ROUND
LW40173U

30E



30A



30F



FLOWERS SCREWED ON
Lenses & Temples



LOEWE SU25 COLLECTION

SIGNATURE FLOWERS | LW40173 U

PAULA'S IBIZA MOMENT



30A

Shiny Gold Frame
Pink Trims
Solid Smoke Lens



30E

Shiny Gold Frame
White Trims
Solid Brown Lens



30F

Shiny Gold Frame
Orange Trims
Solid Brown Lens

Technical details

U 51 4 20 140 ~~RX-able~~

LOEWESU25 COLORADDITION FLOWERS PAULA'S IBIZA MOMENT

Signature | LW40088U



NEW COLORS SU25

LW40088U
+1 NEW COLOR



84V
Shiny Opaline Azure frame,
Solid Denim lens
LIMITED

47 20 145 2 **RX-able**

CARRY-OVERS



01A



93A



47A



98A

Fashion Show visibility



MEN FASHION SHOW
SIGNATURE
INTRODUCING 2 STYLES

THĒLIOS

SIGNATURE MEN FASHION SHOW

Product Deep Dive



Men oriented styles

Two fashion-forward frames
LOEWE SIGNATURE CLIENT

METAL RIM & ACETATE FRAME



DOUBLE FRAME CONCEPT
With gold & palladium metal



DOUBLE LENS
& signature details



METAL SCREW TO HOLD THE MASK



	SQUARE LW40168I	SQUARE LW40169I
01A LIMITED		
52N LIMITED		
01E		
52N		

TBC SCREW COLOR



LOEWESU25 COLLECTION

SIGNATURE | LW40168 |

MEN FASHION SHOW



01A
Shiny Black Frame
Solid Smoke Lens
LIMITED



52N
Shiny Striped Havana Frame
Solid Green Lens
LIMITED

Technical details

I 53 4 17 145 ~~RX-able~~

LOEWESU25 COLLECTION

SIGNATURE | LW40169 |

MEN FASHION SHOW



01E

Shiny Black Frame
Solid Brown Lens

52N

Shiny Striped Havana Frame
Solid Green Lens

Technical details

I 54 2 16 145 ~~RX-able~~









Introducing a *manly* approach

SLIM

+3 NEW STYLES (+1 AF)

Existing *offer*

ESSENTIAL

 LW40135 I/F SU24	 LW40133 I SU24	 LW40158 I/F SP25
 LW40134 U SU24	 LW40147 I/F FW24	 LW40157 U SP25

BARCODE



LW40156 U | SP25

LIGHT



LW40152 U | F24



LW40151 U | FW24

THÉLIOS

SLIM ESSENTIAL

Product Deep Dive



Men oriented styles



- ★ CORE AMERICA/EMEA
- ★ CORE APAC/CHINA

DEDICATED MEN HAVANA



Elevated *under-varnished* logo

UNISEX OVERSIZE



TRANSPARENT COLORS



DELICATE VOLUME ON TEMPLES



	PILOT LW40161U	ROUND LW40162U	SQUARE LW40163I/F
01A	★		★
52F	52N		
92A	57N LIMITED		
	96A		

EXTRA MEDIA CONTENT TBC

THĒLIOS



LOEWESU25 COLLECTION

SLIM ESSENTIAL | LW40161 U



01A
Shiny Black Frame
solid smoke lens



52F
Shiny Striped Havana Frame
gradient brown lens



96A
Shiny Opaline Khaky Frame
solid smoke lens

Technical details

U 54 4 16 140 **RX-able**

LOEWESU25 COLLECTION

SLIM ESSENTIAL | LW40162 U



★ **01A**
Shiny Black Frame
solid smoke lens



52N
Shiny Striped Havana Frame
solid green lens



57N
Shiny Transparent Pale Yellow Frame
solid green lens
LIMITED



96A
Shiny Opaline Khaky Frame
solid smoke lens

Technical details

U 48 4 21 140 **RX-able**

LOEWESU25 COLLECTION

SLIM ESSENTIAL | LW40163 I/F



★ **01A**
Shiny Black Frame
solid smoke lens
EXTRAMEDIA CONTENT TBC



52N
Shiny Striped Havana Frame
solid green lens



57N
Shiny Transparent Pale Yellow Frame
solid green lens
LIMITED



84E
Shiny Opaline Denim Frame
solid brown lens

Technical details

	○	⊂	⌒	↔	
I	49	4	21	140	RX-able
F	51	4	20	140	



Playing with our *best seller*

ANAGRAM

+1 STYLE (+1 AF)

Existing offer

BEVELLED	MAXI	SCREEN	MASK
 LW40036I SP20	 LW40154U SP25	 LW40117U SP23	 LW40108I SU23
 LW40051F FW20		 LW40118U SP24	 LW40131I SP24
 LW40101I & 102F SP23 +1 NEW COLOR	METAL  LW40115U FW23	+1 NEW COLOR  LW40129U SP24 +1 NEW COLOR	 LW40132I FW24
 LW40145I/F FW24	 LW40159U SP25	 LW40155I SP25	 LW4167USI SP25

ANAGRAM SCREEN

Product Deep Dive



BUTTERFLY
LW40160/F



REFINED COLOR PALETTE



SIGNATURE METAL DETAILS



RX-able



RECOGNIZABLE LOGO



MINI VERSION



LW40155I

Iconic flat front



THELIOS

LOEWESU25 COLLECTION

ANAGRAM SCREEN | LW40160 I/F



★ 01A
Shiny Black Frame
solid smoke lens



25E
Shiny Ivory Frame
solid brown lens
Only in I Fitting



53V
Shiny Amber Havana Frame
solid denim lens



66A
Shiny Solid Bordeaux Frame
solid smoke lens
LIMITED



90E
Shiny Solid Blue Frame
solid warm brown lens
Only in I Fitting

Technical details

	○	⊂	⌒	↔	
I	51	4	19	145	RX-able
F	53	4	18	140	

LOEWESU25 COLORADDITION

Anagram / LW40127I/F

NEW COLORS SU25

LW40127I/F
+1 NEW COLOR

66A
Shiny Bordeaux frame,
Solid Smoke lens
LIMITED



	○	⌘	⇄	Ⓚ	RX-able
	48	18	140	4	
I	○	⌘	⇄		
F	49	17	145		

CARRY-OVERS



LOEWESU25 COLORADDITION

Anagram | LW40129U

NEW COLORS SU25

LW40129U
+1 NEW COLOR

BEST SELLER #3 WORLDWIDE

90E
Shiny Midnight blue frame,
Solid Blue lens



50 22 140 4 **RX-able**

CARRY-OVERS



01A



01B



53V



96E

LOEWESU25 COLOR ADDITION

Anagram / LW40101I & LW40102F

COLOR ADDITION SU25

66A
Shiny Bordeaux frame,
Solid Smoke lens
LIMITED

LW40101I
+1 NEW COLOR

BEST SELLER #5 WORLDWIDE



45 22 140 4 RX-able

66A
Shiny Bordeaux frame,
Solid Smoke lens
LIMITED

LW40102F
+1 NEW COLOR

BEST SELLER #5 WORLDWIDE



52 17 140 4 RX-able

CARRY-OVERS



01A



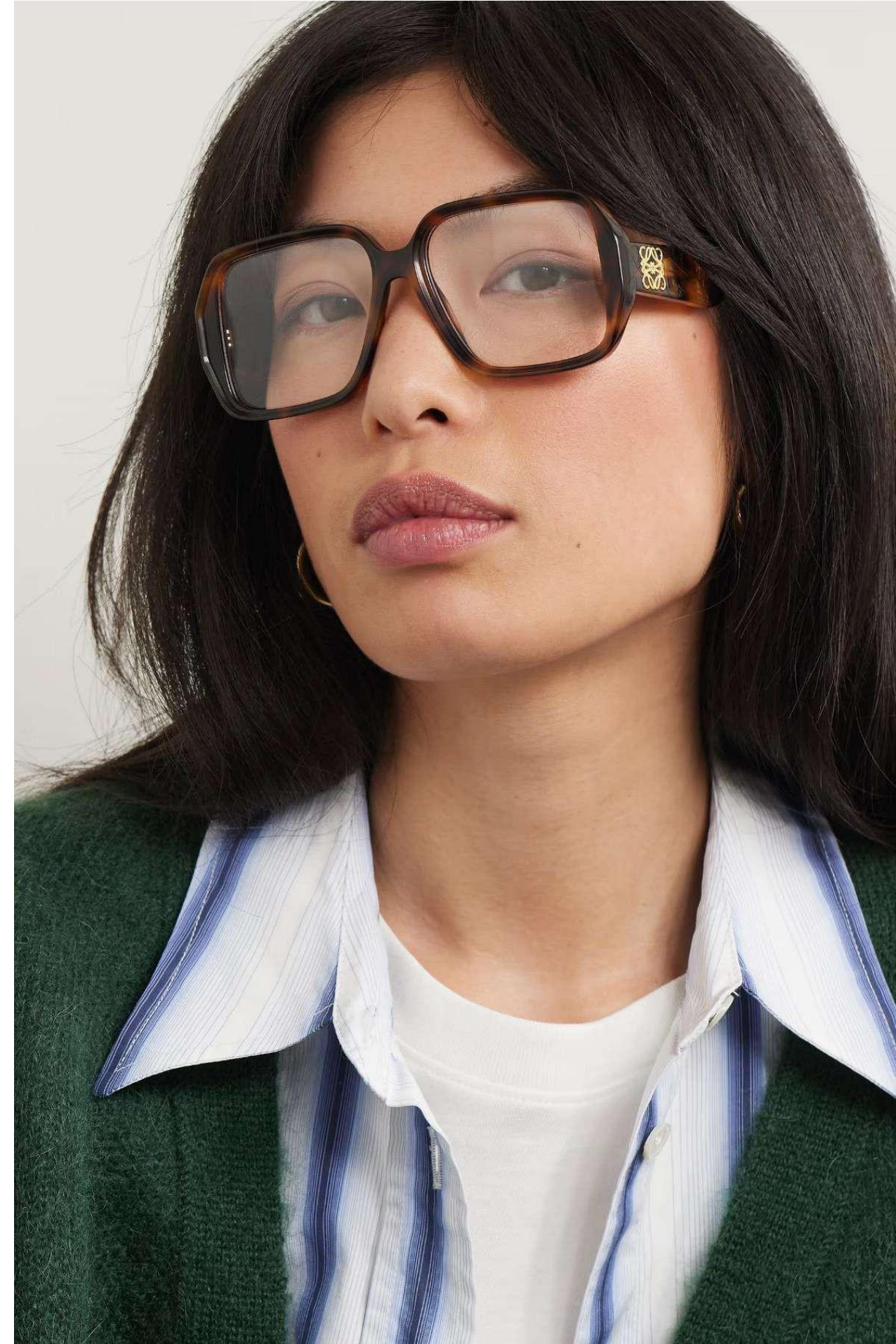
52E



96E

03.

OPTICAL STYLES



EYEWEAR COLLECTION OVERVIEW

STATEMENT

Fashion Chic



ANAGRAM
+2 NEW STYLES (+1AF)

ESSENTIAL

Easy to Wear



SLIM
+4 NEW STYLES (+1AF)



Introducing a *unisex* approach

SLIM

+4 NEW STYLES & (+1 AF)

Existing offer

ESSENTIAL



LW50070 I/F | SP24



LW50084 I/F | FW24



LW50093I | SP25



LW50077 I/F | SU24



LW50081I/F | FW24



LW50078 I/F | SU24



LW50083I/F | FW24



LW50082I | FW24



LW50092I | SP25

LIGHT



LW50094U | SP25



LW50079U | SU24



LW50086 U | FW24



LW50087U | FW24

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SLIM ESSENTIAL

Product Deep Dive



Unisex oriented Styles



Elevated *under-varnished* logo

New Havana & Transparent Colors

PILOT
LW500971

ROUND
LW500981

SQUARE
LW500991/F

001			
056			
096			
LIMITED			
057			
	SIZE 54	SIZE 50	SIZE 51

LIMITED IN F

LIMITED



MINIMALISTIC LINE

LOEWE

DELICATE VOLUME ON TEMPLES



LOEWE

LOEWESU25 COLLECTION

SLIM ESSENTIAL | LW50097 I



001
Shiny Black Frame



056
Shiny Spotted Havana Frame



096
Shiny Opaline Khaky Frame

LIMITED

Technical details

I 54 4 16 140

LOEWESU25 COLLECTION

SLIM ESSENTIAL | LW50098 I



001
Shiny Black Frame



056
Shiny Spotted Havana Frame



057
Shiny Transparent Pale Yellow Frame

LIMITED

Technical details

I 50 4 20 140

LOEWESU25 COLLECTION

SLIM **ESSENTIAL** | LW50099 I/F



001
Shiny Black Frame



020
Shiny Transparent Pale Grey Frame



056
Shiny Spotted Havana Frame

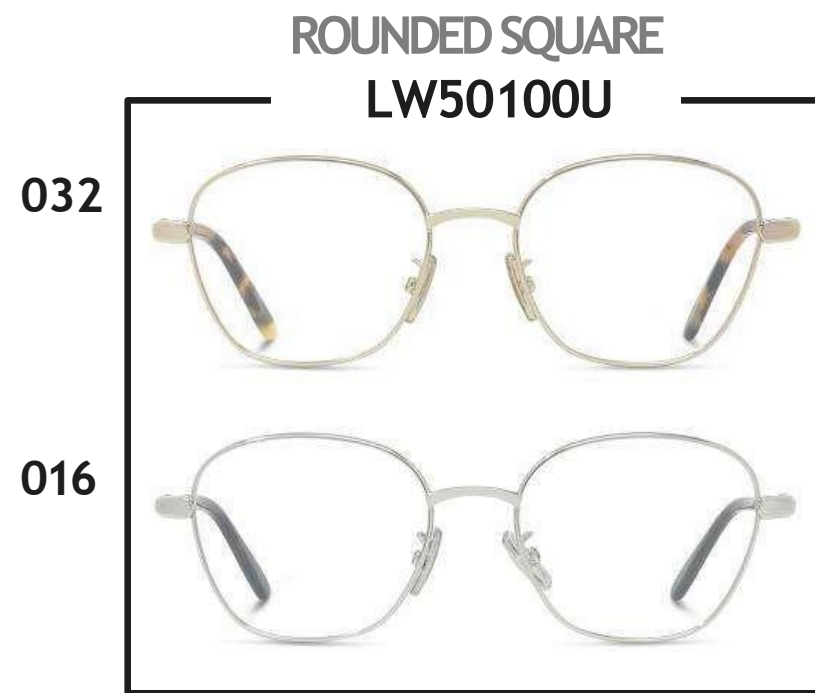
LIMITED IN F

Technical details

	○	⊂	⌢	↔
I	49	4	21	140
F	51	4	20	140

SLIM LIGHT

Product Deep Dive



SIZE 50

CLASSIC EVERYDAY OFFER



ACETATE TEMPLE TIPS



MINIMALISTIC LINE

LOEWE



DISCREET ENGRAVED LOGO

LOEWE

LOEWESU25 COLLECTION

SLIM LIGHT / LW50100 U



016

Shiny Palladium
Shiny Spotted Havana Frame

032

Shiny Light Gold
Shiny Spotted Havana Frame

Technical details

U	50	4	18	140
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Playing with our *best seller*

ANAGRAM

+2 NEW STYLES (+1 AF)

Existing offer

BEVELLED



LW50038U | SP22



LW50058I | FW23



LW50042I | SU22



LW50068I | SP24



LW50051I/F | SP23

SCREEN



LW50069I/F | SP24



LW50090I/F | SP25



LW50076I | SU24



LW50091I/F | SP25



LW50081I | FW24

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ANAGRAM SCREEN

Product Deep Dive



Best-seller concept in the family

ROUND
LW50095I

SQUARE
LW50096I/F



LIMITED IN F



Artful marble acetates



LOEWESU25 COLLECTION

ANAGRAM SCREEN | LW50095 I



Technical details

I 51 4 20 140



001
Shiny Black Frame



052
Shiny Classic Havana Frame



066
Shiny Opaline Bordeaux Frame

LOEWESU25 COLLECTION

ANAGRAM SCREEN | LW50096 I/F



001
Shiny Black Frame



052
Shiny Classic Havana Frame



063
Shiny Black Marble Frame
LIMITED IN F

Technical details

	⊙	⊂	⌒	↔
I	47	4	20	140
F	50	4	18	140

04.

RECAPS



COLLECTION ARCHITECTURE

I U F

Loewe SUN | 11 NEW STYLES & 5 COLOR ADDS

SLIM 3 STYLES (+1 AF)



ANAGRAM 1 STYLE (+1AF)



SIGNATURE 7 STYLES



COLOR ADDS +5 CAO



SLIM 4 STYLES (+1 AF)



LW50100 U,
2 COLORS

U



LW50097 I,
3 COLORS

I



LW50098 I,
3 COLORS

I



LW50099 I/F,
3 COLORS

I F

ANAGRAM 2 STYLES (+1 AF)



LW50095 I,
3 COLORS

I



LW50096 I/F,
3 COLORS

I F

CORE OFFERSUN

Loewe SU25 Training

CORE OFFER IS FLAGGED INSIDE THE PRESENTATION: ★ CORE WORLDWIDE

WORLDWIDE

U

SIGNATURE
LW40170U
PAULA'S IBIZA MOMENT



01V

W

ANAGRAM
LW40160V/F



01A

AMERICAS / EMEA

W

SLIM
LW40162U



01A

APAC / CHINA

M

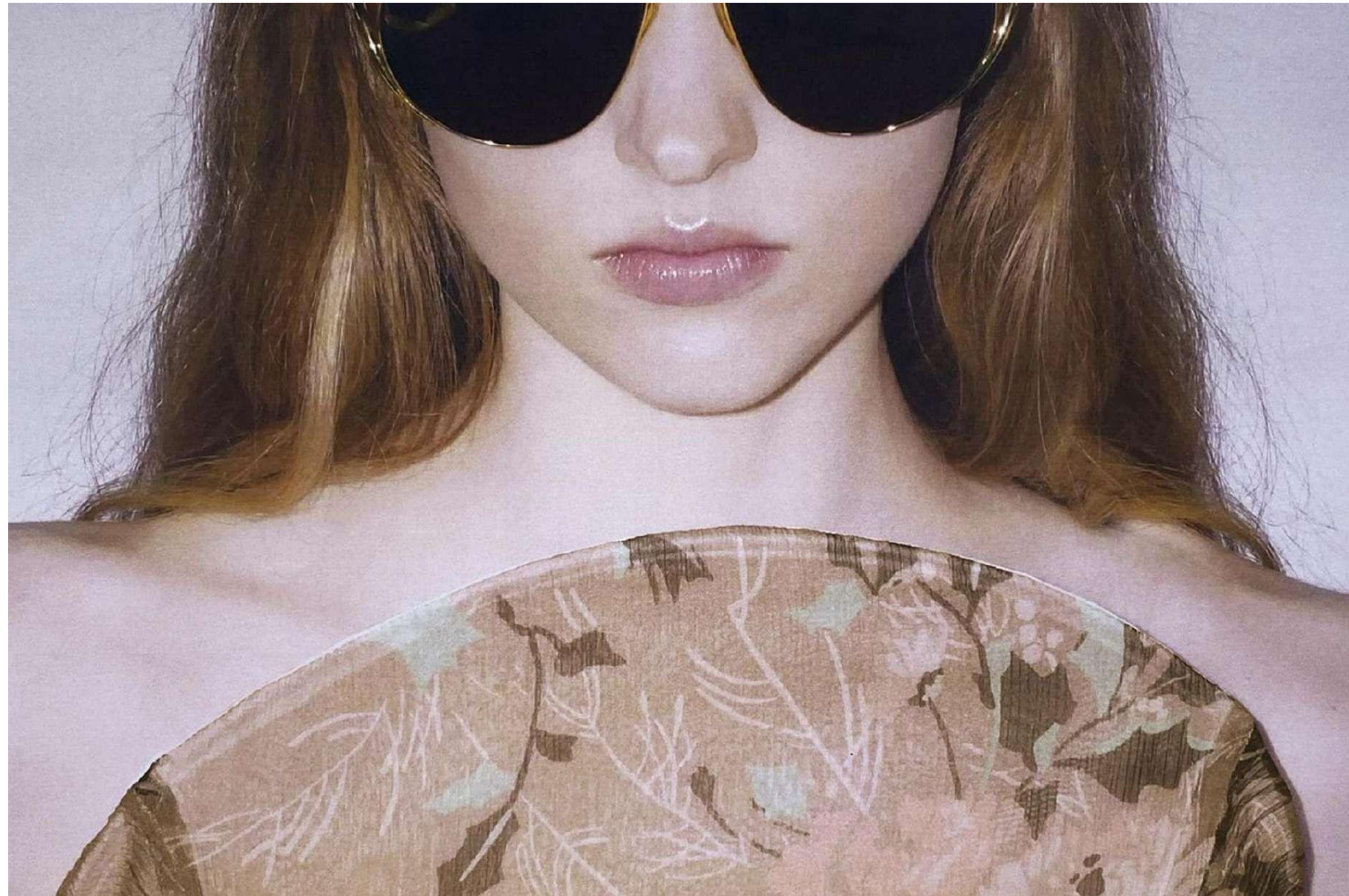
SLIM
LW40163F



01A

05.































APPENDIX



Best Sellers - SUN

FULL YEAR 2024

TOP 5 STYLES REPRESENT 25% OF TOTAL ORDERS (WHS)
















TOP SELLING STYLES	#1	#2	#3	#4	#5
GLOBAL	 SIGNATURE - 212 LW40064U 7%	 ANAGRAM - 233 LW40115U 6%	 ANAGRAM - 241 LW40129U 5%	 ANAGRAM - 243 LW40145I 3%	 ANAGRAM - 231 LW40101I 3%
EMEA	 SIGNATURE - 212 LW40064U 7%	 ANAGRAM - 233 LW40115U 7%	 ANAGRAM - 241 LW40129U 5%	 ANAGRAM - 231 LW40101I 4%	 ANAGRAM - 233 LW40114I 4%
AMERICAS	 SIGNATURE - 212 LW40064U 11%	 ANAGRAM - 233 LW40115U 8%	 ANAGRAM - 243 LW40145I 7%	 CURVY - 243 LW40144U 5%	 ANAGRAM - 243 LW40146I 5%
APAC	 ANAGRAM - 241 LW40129U 8%	 SLIM - 243 LW40147F 5%	 SLIM - 242 LW40133F 5%	 SLIM - 251 LW40156U 4%	 SLIM - 242 LW40135F 4%
CHINA	 ANAGRAM - 241 LW40129U 15%	 SLIM - 251 LW40158F 7%	 SLIM - 242 LW40134U 6%	 SLIM - 242 LW40135F 6%	 SLIM - 243 LW40147F 5%
BTQSELL OUT 28% OF UNITS	 ANAGRAM - 233 LW40115U 7%	 SIGNATURE - 212 LW40064U 6%	 ANAGRAM - 231 LW40101I 6%	 SLIM - 243 LW40147I 5%	 CURVY - 243 LW40144U 4%

BEST SELLER BY MODEL | FOR EACH MODEL IS REPRESENTED THE BEST SELLER SKU

Best Sellers - OPTICAL

FULL YEAR 2024

TOP 5 STYLES REPRESENT 27% OF TOTAL ORDERS (WHS)

TOP SELLING STYLES	#1	#2	#3	#4	#5
GLOBAL	 ANAGRAM - 241 LW50069I 10%	 ANAGRAM - 222 LW50042I 6%	 ANAGRAM - 242 LW50076I 5%	 CURVY - 241 LW50067I 4%	 SLIM - 243 LW50082I 4%
EMEA	 ANAGRAM - 241 LW50069I 11%	 ANAGRAM - 222 LW50042I 7%	 ANAGRAM - 242 LW50076I 6%	 SLIM - 243 LW50082I 5%	 CURVY - 241 LW50067I 4%
AMERICAS	 ANAGRAM - 241 LW50069I 9%	 CURVY - 241 LW50067I 7%	 ANAGRAM - 242 LW50076I 5%	 ANAGRAM - 222 LW50042I 5%	 ANAGRAM - 233 LW50058I 5%
APAC	 SLIM - 243 LW50085F 6%	 SLIM - 243 LW50083F 5%	 ANAGRAM - 221 LW50038U 5%	 CURVY - 242 LW50074F 5%	 ANAGRAM - 251 LW50090F 5%
CHINA	 ANAGRAM - 241 LW50069F 30%	 CURVY - 241 LW50067F 22%	 SLIM - 243 LW50083F 8%	 ANAGRAM - 251 LW50090F 6%	 SLIM - 243 LW50085F 6%

BEST SELLER BY MODEL | FOR EACH MODEL IS REPRESENTED THE BEST SELLER SKU



THĒLIOS

LVMH Eyewear Excellence