



JLO
BY JENNIFER LOPEZ

Sunglasses

2009

Pre Spring / Spring 2009 Inspiration

- The meaning: mesmerized, charmed, fascinated, petrified, possessed, bemused, bewitched, captivated, infatuated, in love, seduced, demoniac, diabolic, eerie
- Strong current Spring trend of dark romanticism
- Mad about intense bright colors
- Impressionism - a style of painting characterized by short brush strokes of bright colors in immediate juxtaposition to represent overall impressions rather than exact details
- Spirit of punk combined with romanticism

December



January



February

March

Sunwear Spring 2009

- Large sexy frames
- Square, round, octagon shapes
- Temple treatments: crystals, charms, plastic colored stones
- Drop temples
- Blurry animal prints

- Transparent plastic frames
- Colored metals-brown, black, rose gold, grey, antique brass
- White frames
- Opaque plastic colored frames-pink, grey, cream
- Ombre / gradient lenses



Carryovers



Gracia

Frame Color
Black
Tortoise

Lens Color
Smoke to Clear Gradient
Brown Gradient

SKU

UPC

66367917
66367913

023 66367917 8
023 66367913 0

Retail \$35



Lara

Frame Color
Tortoise

Lens Color
Brown Gradient

SKU

UPC

66366680

023 66366680 2

Retail \$35



Nuria

Frame Color
Tortoise

Lens Color
Brown Gradient

SKU

UPC

66367924

023 66367924 6

Retail \$35



Raquel

Frame Color
Tortoise

Lens Color
Brown Gradient

SKU

UPC

66367579

023 66367579 8

Retail \$40



Patrizia

Frame Color
Brown

Lens Color
Brown Gradient

SKU

UPC

66367593

023 66367593 4

Retail \$45



Zamora

Frame Color
Tortoise

Lens Color
Brown Gradient

SKU

UPC

66366476

023 66366476 1

Retail \$40

Carryovers



Alida

Frame Color
Tortoise

Lens Color
Brown Gradient

SKU

UPC

66367621

023 66367621 4

Retail \$45



Miguela

Frame Color
Tortoise

Lens Color
Brown Gradient

SKU

UPC

66367930

023 66367930 7

Retail \$35



Imelda

Frame Color
Tortoise

Lens Color
Brown Gradient

SKU

UPC

66367857

023 66367857 7

Retail \$35

2009 Collection



Roxana

Frame Color
Gold
Burgundy
Silver

Lens Color
Brown Gradient
Plum Gradient
Smoke Gradient

SKU	UPC
66368070	023 66368070 9
66368071	023 66368071 6
66368072	023 66368072 3

*Spring Hinges
*Logo on Lens

Retail \$35



Leticia

Frame Color
Black
Antique Gold
Pewter
Fire Red
Powder White

Lens Color
Smoke Gradient
Smoke to Tan Gradient
Smoke to Plnk Gradient
Smoke Gradient
Smoke to Teal Gradient

SKU	UPC
66368065	023 66368065 5
66368066	023 66368066 2
66368067	023 66368067 9
66368068	023 66368068 6
66368069	023 66368069 3

*Spring Hinges
*Logo on Lens

Retail \$35



Manola

Frame Color
Black
Gold
Silver

Lens Color
Smoke Gradient with Flash
Brown Gradient
Smoke Gradient

SKU	UPC
66368060	023 66368060 0
66368061	023 66368061 7
66368062	023 66368062 4

*Spring Hinges

Retail \$35



Tomasia

Frame Color
Black
Gold
Silver

Lens Color
Smoke Gradient
Brown Gradient
Smoke to Pink Grad w Flash

SKU	UPC
66368075	023 66368075 4
66368078	023 66368078 5
66368081	023 66368081 5

*Logo on Lens

Retail \$40



Francisca

Frame Color
Gunmetal
Brown
Gold

Lens Color
Smoke Gradient
Olive Gradient
Plum Gradient

SKU	UPC
66368085	023 66368085 3
66368086	023 66368086 0
66368087	023 66368087 7

Retail \$45



Reyna

Frame Color
Black
Gunmetal
Midnight Blue
Light Gold

Lens Color
Smoke to Plum Gradient
Smoke Brown Gradient
Smoke Gradient
Brown to Tan Gradient

SKU	UPC
66368090	023 66368090 7
66368091	023 66368091 4
66368092	023 66368092 1
66368093	023 66368093 8

*Logo on Lens

Retail \$45

2009 Collection



*Logo on Lens

Valencia

Frame Color
 Black
 Tortoise
 Charcoal
 Powder White

Lens Color
 Smoke
 Brown
 Olive Gradient
 Smokey Brown Gradient

SKU	UPC
66368095	023 66368095 2
66368096	023 66368096 9
66368097	023 66368097 6
66368098	023 66368098 3

Retail \$40



*Rhinestones

Trinidad

Frame Color
 Black
 Tortoise
 Milky Olive
 Milky Pebble Grey
 Milky Slate

Lens Color
 Smoke Gradient
 Brown Gradient
 Brown Gradient
 Smoke Gradient
 Smoke to Tan Gradient

SKU	UPC
66368100	023 66368100 3
66368101	023 66368101 0
66368102	023 66368102 7
66368103	023 66368103 4
66368104	023 66368104 1

Retail \$40



Tomasita

Frame Color
 Black
 Tortoise
 Pearlized Burgundy
 Pearlized Vanilla

Lens Color
 Smoke
 Brown
 Smoke Gradient
 Smoke Gradient

SKU	UPC
66368105	023 66368105 8
66368106	023 66368106 5
66368107	023 66368107 2
66368108	023 66368108 9

Retail \$35



*Rhinestones
 *Logo on Lens

Constanza

Frame Color
 Black
 Tortoise
 Brown
 Powder White

Lens Color
 Smoke
 Brown
 Smokey Brown Gradient
 Smoke Gradient

SKU	UPC
66368110	023 66368110 2
66368111	023 66368111 9
66368112	023 66368112 6
66368113	023 66368113 3

Retail \$40



Emelina

Frame Color
 Black
 Tortoise
 Wine
 Taupe

Lens Color
 Smoke Gradient
 Brown Gradient
 Smoke Gradient
 Brown to Tan Gradient

SKU	UPC
66368115	023 66368115 7
66368116	023 66368116 4
66368117	023 66368117 1
66368118	023 66368118 8

Retail \$35



Lupe

Frame Color
 Black
 Espresso
 Olive
 Powder White

Lens Color
 Smoke Gradient
 Brown Gradient
 Olive Gradient
 Smoke Gradient

SKU	UPC
66368120	023 66368120 1
66368121	023 66368121 8
66368122	023 66368122 5
66368123	023 66368123 2

Retail \$40

2009 Collection



*Logo on Lens

Silvia

Frame Color

Black
Brown Crystal Gradient
Violet Crystal Gradient
Charcoal-Tan Crystal
Dark to Light Orange
Crystal

Lens Color

Smoke
Brown Gradient
Smokey Brown Gradient
Smoke to Tan Gradient
Smoke Gradient

SKU

UPC

66368125 023 66368125 6
66368126 023 66368126 3
66368127 023 66368127 0
66368128 023 66368128 7
66368129 023 66368129 4

Retail \$40



*Logo on Lens

Esmeralda

Frame Color

Black
Milky Electric Blue
Milky Plnk Spell
Milky Banana
Powder White

Lens Color

Smoke Gradient
Smoke Gradient
Plum to Rose Gradient
Brown Gradient
Smokey Brown Gradient

SKU

UPC

66368130 023 66368130 0
66368131 023 66368131 7
66368132 023 66368132 4
66368133 023 66368133 1
66368134 023 66368134 8

Retail \$35



*Logo on Lens

Martika

Frame Color

Black-Charcoal-Clear
Tortoise
Orange-Purple/Clear
Chartreuse-Royal Blue-
Clear

Lens Color

Smoke
Brown
Brown
Smoke

SKU

UPC

66368135 023 66368135 5
66368136 023 66368136 2
66368137 023 66368137 9
66368138 023 66368138 6

Retail \$35



*Logo on Lens

Camila

Frame Color

Black-Charcoal
Black-Tortoise
Chocolate
Cranberry

Lens Color

Smoke Gradient
Brown Gradient
Brown Gradient
Plum Gradient

SKU

UPC

66368140 023 66368140 9
66368141 023 66368141 6
66368142 023 66368142 3
66368143 023 66368143 0

Retail \$35



*Logo on Lens

Petrona

Frame Color

Black
Tortoise
Wheat Brown
Cranberry

Lens Color

Smokey Brown Gradient
Brown
Smoke to Tan Gradient
Smoke to Plum Gradient

SKU

UPC

66368145 023 66368145 4
66368146 023 66368146 1
66368147 023 66368147 8
66368148 023 66368148 5

Retail \$45



Adela

Frame Color

Black
Tortoise
Glitter Brown
Glitter White

Lens Color

Smoke Gradient
Brown Gradient
Brown Gradient
Smoke Gradient

SKU

UPC

66368150 023 66368150 8
66368151 023 66368151 5
66368152 023 66368152 2
66368153 023 66368153 9

Retail \$45

2009 Collection



Martina

Frame Color	Lens Color
Black-Charcoal-Clear	Smoke Gradient
Tortoise	Brown Gradient
Orange-Purple-Clear	Smoke Gradient
Apple Green-Charcoal-Clear	Smoke Gradient

SKU	UPC
66368155	023 66368155 3
66368156	023 66368156 0
66368157	023 66368157 7
66368158	023 66368158 4

Retail \$40



Brunilda

Frame Color	Lens Color
Black	Smoke Gradient
Tortoise	Brown Gradient
Chocolate	Brown Olive Gradient
Sage	Smokey Green Gradient

SKU	UPC
66368160	023 66368160 7
66368161	023 66368161 4
66368162	023 66368162 1
66368163	023 66368163 8

Retail \$45

*Logo on Lens



Alba

Frame Color	Lens Color
Black	Smoke Gradient
Tortoise	Brown Gradient
Crystal Wheat Brown	Brown to Tan Gradient
Crystal Electric Blue	blue to Tan Gradient
White	Smoke Gradient

SKU	UPC
66368165	023 66368165 2
66368166	023 66368166 9
66368167	023 66368167 6
66368168	023 66368168 3
66368169	023 66368169 0

Retail \$40



Katalina

Frame Color	Lens Color
Black	Smoke
Crystal Charcoal	Smoke to Tan Gradient
Crystal Deep Burgundy	Plum Gradient
Crystal Light Brown	Brown Gradient

SKU	UPC
66368170	023 66368170 6
66368171	023 66368171 3
66368172	023 66368172 0
66368173	023 66368173 7

Retail \$45

*Rhinestones



Tatiana

Frame Color	Lens Color
Black	Smoke Gradient
Tortoise	Brown Gradient
Navy	Smokey Brown Gradient
Powder White	Smoke Gradient with Flash

SKU	UPC
66368175	023 66368175 1
66368176	023 66368176 8
66368177	023 66368177 5
66368178	023 66368178 2

Retail \$35

*Logo on Lens



Pepita

Frame Color	Lens Color
Black-Charcoal	Smoke Gradient
Tortoise	Brown Gradient
Royal Blue-Chocolate	Brown Gradient
Orange-Purple	Smoke Gradient

SKU	UPC
66368180	023 66368180 5
66368181	023 66368181 2
66368182	023 66368182 9
66368183	023 66368183 6

Retail \$40

*Logo on Lens