

De Rigo introduces new Chopard eyewear collection



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The De Rigo Group, a world leader in the eyewear industry, has unveiled its latest collection for luxury Swiss company Chopard. The new models are a celebration of timeless beauty and elegance, designed to enhance the charm of the wearer.

De Rigo signed its first licensing agreement with Chopard in 2004. The eyewear collections, which fully express Chopard's brand identity through its quality and design, are now available in selected travel retail locations, in Chopard boutiques, online, and in leading optical stores.

Sunglasses highlights to date include the Ice Cube collection, which blends urban elegance and modernity thanks to its distinctive geometric design; the Happy Diamonds Family, which incorporates the signature "dancing diamonds" crystal concept; and the Haute Joaillerie collection, where each model captures the light and art of luxury jewelry-making.

According to the group, for speed enthusiasts, the Classic Racing line fuses technological innovation with high-end craftsmanship, while the models from the Alpine Eagle and L.U.C collections offer unparalleled comfort and "an unmistakable style that seamlessly marries aesthetics and performance."

Inspired by the Chopard Maison's iconic watch and jewelry portfolio, the new season sunglasses collection combines precious materials such as titanium, wood, zircons and crystals. Chopard eyewear is more than just an accessory, it is an expression of luxury, distinction and refinement.

Check out a select number of new models below:



Model SCHL57S

Featuring a rimless front with faceted butterfly-shaped profiles, embellished with the "Precious Lace" motif made with 60 crystals of the highest quality, incorporating different shapes and colors, which create a unique and sophisticated visual effect. These lenses are manufactured from premium bio-based materials, ensuring not only a luxurious design, but also a concrete commitment to sustainability.



Model SCH377

Sunglasses made of bio-based acetate with a wide and square faceted front for a contemporary and glamorous style. The metal core is visible through the thick temple and is decorated with a cubic pattern engraving reminiscent of the iconic elements of the "Ice Cube" jewelry collection.



Model SCHL52

Sunglasses with a sophisticated metal design, complete with double bridge and profiles decorated with an engraved honeycomb pattern. The temples are embellished with special inserts in carbon fibre or walnut wood, which add a refined touch. The polarized lenses, made of bio-based materials,

are combined with the integrated zipper with flex system that guarantees a perfect fit.



Model SCH376

Bio-based acetate sunglasses with a modern style with a bold, geometric and faceted front. The compass rose symbol, which recalls the iconic "Alpine Eagle" collection, characterizes the hinge. Bio-based lenses are also available in a polarized version.