

# Calvin Klein

*Calvin Klein Eyewear* introduces new sun and optical styles for Fall 2025



*Calvin Klein Eyewear* presents its Fall 2025 campaign highlighting the latest sun and optical styles designed with an all-over monogram pattern featuring the new CK Emblem logo.



The new CK Emblem logo is a bold reinterpretation of the signature *Calvin Klein* monogram, bringing the brand's iconic logo to life with a new minimal, graphic treatment that will appear across the brand's other categories, including underwear, apparel and accessories. On these new eyewear styles, the allover pattern is showcased in two distinct and striking ways: one embellishes the metal core wire to give depth and visual interest, while the other adorns the whole temples for a subtle yet distinctive effect.



#### **CK25538S**

This sun style, crafted from Acetate Renew and made from a blend of bio-based and certified recycled materials, has a bold modified rectangular front, and features a new temple design with the *Calvin Klein* logo and a visible allover monogram pattern lasered on the core wire. Available in Dark Havana, Black, Gray and Khaki.



#### **CK25539S**

These sunglasses boast a bold silhouette with angular lines. Crafted from Acetate Renew - made from a blend of bio-based and certified recycled materials – they highlight a lasered allover monogram pattern on the temples, complete

with a metal square featuring the CK Emblem. Available in Black and three transparent variations: Brown, Green and Blue.



#### **CK25548**

Crafted from Acetate Renew - made from a blend of bio-based and certified recycled materials – this optical style features a navigator-shaped front. Its broad, statement-making construction is enhanced with a new temple design lasered with allover monogram pattern and complete with a square CK Emblem logo. Available in Black and three transparent colorways: Brown, Khaki and Blue.



#### **CK25549**

This optical style is crafted from Acetate Renew - made from a blend of bio-based and certified recycled materials – and presents a sleek cat-eye front. The new temple design, with visible allover monogram pattern lasered on the core wire, also features the *Calvin Klein* logo. Available in Black, Havana and two transparent variations: Rose and Burgundy.

The *Calvin Klein Eyewear* Fall 2025 assortment is available worldwide at select retailers.

EDITORIAL CREDITS: Calvin Klein Eyewear, styles: CK25538S, CK25539S, CK25548, CK25549.

LINK TO DOWNLOAD IMAGES:<https://marchon.box.com/s/4l8pwl4omvrqxkp2u99t3mn5hqfua2jn>

IMAGE CREDIT: Courtesy of Calvin Klein Eyewear