

PULL&BEAR

Street Vibes

About OGH

Opticalia Global Holding is a Spanish group of companies with 30 years of experience, specialized in the world of optics and fashionable sunglasses.

OPTICALIA is our optical group with more than 1,100 opticians in five countries. Our history as a chain begins in 2008 in Spain, where we are leaders with more than 600 retail shops. Between 2013 and 2023, we opened markets such as Portugal, Colombia, Morocco, and Brazil. It has converted itself into a recognized and consolidated brand in the sector, thanks to its long history in the industry.

With a clear international expansion strategy, OGH currently holds a variety of international licenses of renowned brands in the fashion world, belonging to the main retail groups in Spain, such as Grupo Inditex and Mango. These groups trust us to develop their collections.

Through a diverse range of brands, we help you to reach all types of audiences across different socio-economic levels and age groups.

Currently we are present in more than 35 countries worldwide with our licenses and own brands.

MANGO

PULL&BEAR

THELOOK

Pedro del Hierro

EL GANSO®

www.ogheyewear.com

About Pull&Bear

Pull&Bear is a Spanish fashion brand founded in 1991. As part of one of the biggest fashion chains, the Inditex Group (Zara, Pull&Bear, Massimo Dutti, Bershka, Stradivarius, Oysho and Zara Home), Pull&Bear is present in 76 markets, with a network of over 970 physical stores, as well as a worldwide online store.

The Brand was created with the intention of dressing young people who are committed to their environment, who reject stereotypes, live in community and interact with each other. Pull&Bear takes the latest international trends, mixes them with influences from street style and fashion clubs, and reinterprets them to transform them into comfortable and easy-to-wear items.

Target

**YOUNG PEOPLE
WOMAN & MAN**

GENDER

16-30

AGE RANGE

**STREETSTYLE | TRENDS |
URBAN | CASUAL**

PULL&BEAR

An aerial, high-angle photograph of a city street intersection. The street is dark asphalt, and the crosswalks are marked with thick white diagonal stripes. Several cars are visible: a yellow taxi in the upper left, a dark car in the upper right, and a yellow taxi in the lower right. A pedestrian is walking across the crosswalk in the upper right. The scene is captured from a high vantage point, looking down on the street.

The concept behind the Street Vibes collection for Pull & Bear is inspired by the street, by the elements present in our everyday lives, and by industrial aesthetics, celebrating and highlighting youthful urban culture. The engraved details surrounding the metal components reference pedestrian crossings.

The metal core, featuring an industrial texture enhanced by crystal elements in the acetate, allows light to pass through and reflect this essential element of the core, finishing with low-relief details that accompany and reinforce this urban feeling. The color palette — red, grey, blue, and black — draws from tones found in urban signage, elements we constantly encounter in our surroundings.

Double-layer colored lenses



Low-relief texture



Industrial-textured
metal core

PULL&BEAR

OPTICAL FRAMES



WOMEN - INJECTED ACETATE

PBGI0001NEG | BLACK 53/18/140 PBGI0001ROJ | RED 53/18/140



PBGI0001GRS | GREY 53/18/140 PBGI0001AMA | YELLOW 53/18/140



PBGI0003NEG | BLACK 54/18/140 PBGI0003ROJ | RED 54/18/140

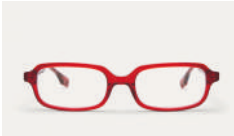


PBGI0003GRS | GREY 54/18/140 PBGI0003AMA | YELLOW 54/18/140



WOMEN - ACETATE

PBGA0004NEG | BLACK 51/18/140 PBGA0004ROJ | RED 51/18/140



PBGA0004GRS | GREY 51/18/140 PBGA0004AMA | YELLOW 51/18/140



PBGA0020NEG | BLACK 54/19/140 PBGA0020ROJ | RED 54/19/140



PBGA0020GRS | GREY 54/19/140 PBGA0020AMA | YELLOW 54/19/140



WOMEN - METAL

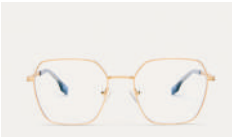
PBGM0005NEG | BLACK

54/19/145



PBGM0005ORO | GOLD

54/19/145



PBGM0005PLT | SILVER

54/19/145



PBGM0005ORO

PULL&BEAR

MEN - INJECTED ACETATE

PBGI0013NEG | BLACK

54/18/145



PBGI0013AZL | BLUE

54/18/145



PBGI0013GRS | GREY

54/18/145



PBGI0013AMA | YELLOW

54/18/145



PBGI0015NEG | BLACK

55/20/145



PBGI0015AZL | BLUE

55/20/145



PBGI0015GRS | GREY

55/20/145

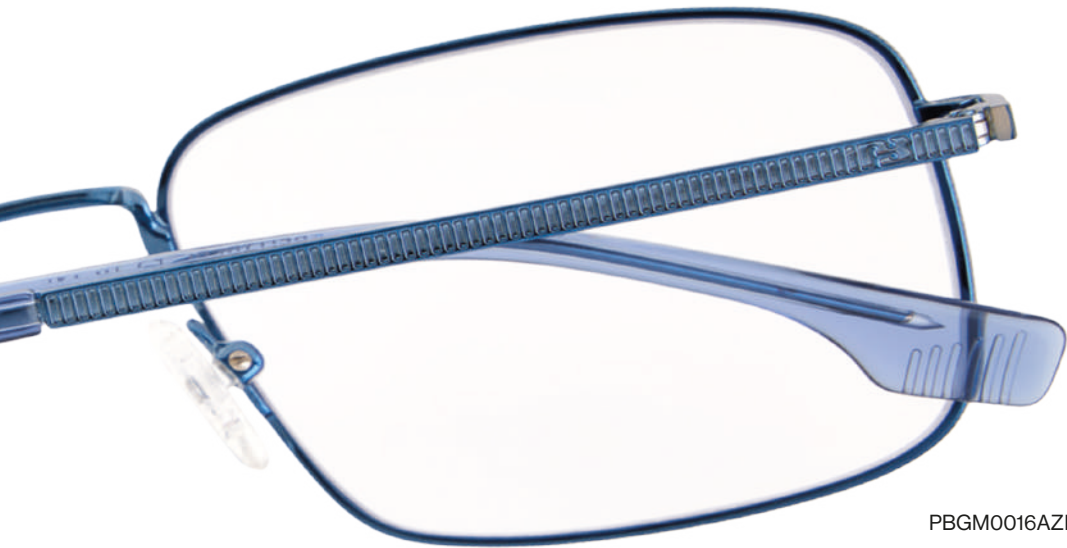


PBGI0015AMA | YELLOW

55/20/145



MEN - METAL



PBGM0016AZL

PBGM0016GUN | GUN METAL

57/18/145



PBGM0016AZL | BLUE

57/18/145



PBGM0016PLT | SILVER

57/18/145



UNSEX - INJECTED ACETATE

PBGI0007NEG | BLACK

54/19/140



PBGI0007ROJ | RED

54/19/140



PBGI0007GRS | GREY

54/19/140



PBGI0007AZL | BLUE

54/19/140



UNSEX - METAL

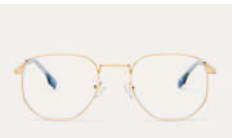
PBGM0010GUN | GUN METAL

51/21/140



PBGM0010ORO | GOLD

51/21/140



PBGM0010PLT | SILVER

51/21/140



PBGM0010AZL | BLUE

51/21/140



EASY CLICK



PULL&BEAR

WOMEN - INJECTED ACETATE

PBGI0021NEG | BLACK

54/16/145



PBGI0021ROJ | RED

54/16/145



PBGI0021GRS | GREY

54/16/145



PBGI0022NEG | BLACK

52/17/145



PBGI0022ROJ | RED

52/17/145



PBGI0022GRS | GREY

52/17/145



PBGI0023NEG | BLACK

50/18/145



PBGI0023ROJ | RED

50/18/145



WOMEN - INJECTED ACETATE

PBGI0023GRS | GREY

50/18/145



PBGI0024NEG | BLACK

53/17/145



PBGI0024ROJ | RED

53/17/145



PBGI0024GRS | GREY

53/17/145



PBGI0024GRS

PULL&BEAR

MEN - INJECTED ACETATE

PBGI0025NEG | BLACK

56/16/140



PBGI0025AZL | BLUE

56/16/140



PBGI0025GRS | GREY

56/16/140



PBGI0026NEG | BLACK

56/16/140



PBGI0026AZL | BLUE

56/16/140



PBGI0026GRS | GREY

56/16/140



PBGI0027NEG | BLACK

55/16/140



PBGI0027AZL | BLUE

55/16/140



PBGI0027GRS | GREY

55/16/140





PBGI0024ROJ



Parque Empresarial MaSID Headquarters, 14 1º
28760 Tres Cantos, Madrid (Spain)
Tel +34 918 065 500

ogheyewear@ogheyewear.com

www.ogheyewear.com