Design Eyewear Group
April 2026



THE DESIGN EYEWEAR GROUP SPIRIT

At Design Eyewear Group, design lies at the heart of our identity. Through three designers based in Denmark, France and the United Kingdom, the House expresses a plural vision of eyewear design, where each approach contributes to a shared standard: creative excellence.

Lau Ruge
With the PROFLEX concept for Prodesign, Lau Ruge places engineering at the core of aesthetic expression. By revealing the flexibility zone of the temple, he transforms a mechanical constraint into a sculptural design detail. Inspired by industrial design, his work highlights visible engineering, designed to combine durability, comfort and modernity.

PROFLEX



PROFLEX 5 col.6631

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Marianne Dezes
With BOCCA for Face à Face, Marianne Dezes has created an iconic collection inspired by surrealism. Originally born from a charitable project, it has evolved into an expressive and bold universe where eyewear becomes a character in its own right. Her creations blend humour, elegance and attitude, becoming true statement pieces.

BOCCA



BOCCA CHANCE 2 col.4245

George Eric Clarke
For William Morris London, George Eric Clarke embodies British precision and refinement. Through the Liberty concept, he develops an approach where every detail matters, from ergonomics to finishing. The craftsmanship of acetate, enhanced by diamond cutting, elevates the material and expresses a discreet, timeless form of luxury.

LIBERTY



LIBERTY 2 col.9125

Diversity as a signature

These three approaches illustrate the richness of Design Eyewear Group: the expressive engineering of Lau Ruge, the artistic storytelling of Marianne Dezes, and the technical precision of George Eric Clarke. By allowing each designer to express their own vision, the House creates distinctive collections, united by a shared commitment to quality and design excellence.