

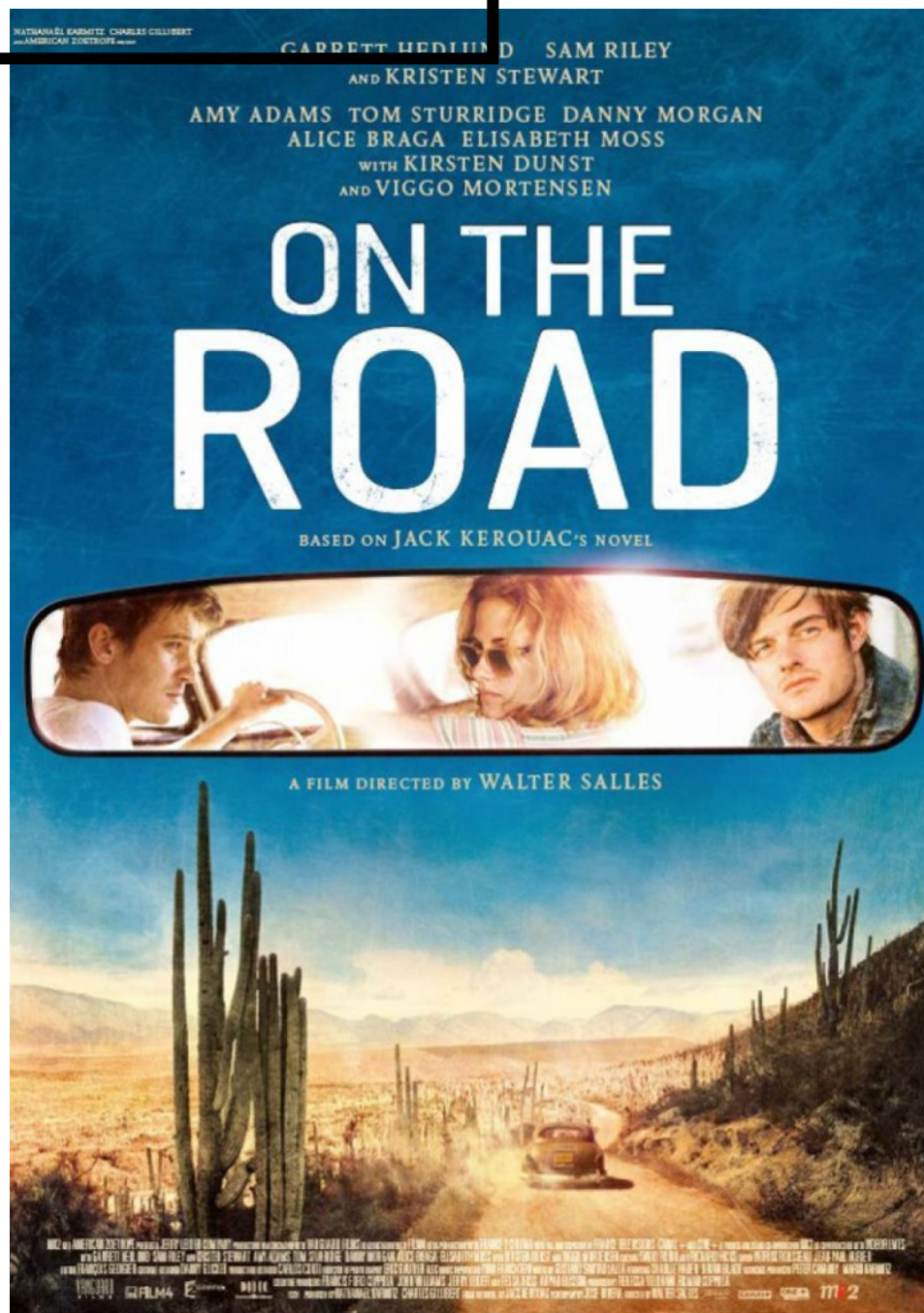
# BRANDBOOK

yves **YC** cogan®

# YVES COGAN, THE STORY

“In 1978, fresh out of a business school, I wanted to live as my favorite writer, JACK KEROUAC, on the road, spending money earned during winter seasons as a ski instructor.”

“But life is unpredictable... and I ended up traveling throughout the world for an eyewear company, making the most of my marketing and creativity skills”



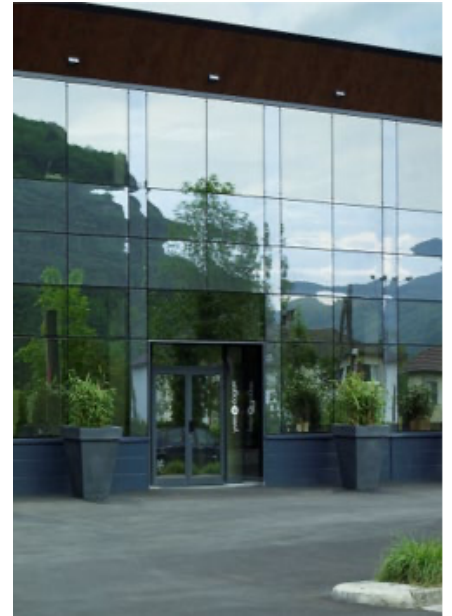
# YVES COGAN, THE STORY

“ In 1994, I decided to launch my own brand Yves Cogan Eyewear. My garage was renovated into a small office overlooking the garden.\*

Ten years later, my company moved to a brand new Head office in Jura, the heart of French eyewear heritage. “



1994



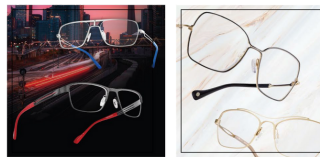
2004

Creation of Yves Cogan SA Eyewear



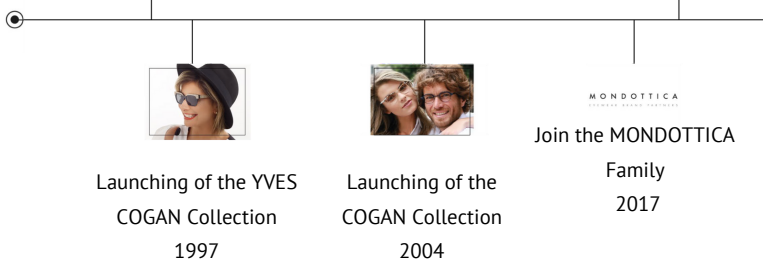
1994

Re launching YVES COGAN Collection



Re launching COGAN Collection

2018



Launching of the YVES COGAN Collection  
1997



Launching of the COGAN Collection  
2004

MONDOTTICA

Join the MONDOTTICA Family  
2017

## THE BEGINNING

Mr. Yves Cogan founded his company in 1994 and developed it through his collections Yves Cogan (1997) and Cogan (2004). We have been present in France and worldwide since 1994. Today, we have a new direction based on Mr Yves Cogan's passion for travelling.

# COLLECTION YVES COGAN



WOMEN

yves **YC** cogan®

# OPTICAL COLLECTION

## WOMEN



**PWR0052 BLK** 51-16/135



BRN VIO



**PWR0053 RED** 53-16/140



**PWR0057 BLU** 49-18/135



DK GRY GLD



**PWR0058 BLU** 52-17/140



DK GRY GLD



**PWR0059 BLU** 52-18/135



BLK

# OPTICAL COLLECTION

## WOMEN



**PWR0060 FUS** 52-18/135



GLD BLK



**PWR0061 GLD BLK** 53-17/135



RED BLK BLU



**PWR0062 RED** 53-17/135



VIO BLK GLD BLK RED



**PWR0063 GLD** 53-17/135



BLK BLU



**PWR0064 GLD** 54-17/135



RED GLD BLK GLD VIO GLD



BLK PINK BLK WHIT BRN



**PWR0065 GLD BLK** 53-17/135



GLD RED VIO GLD BLK RED



VIO 2

# OPTICAL COLLECTION

## WOMEN



**PWR0078 BLK** 53-17/135



BLU RED



**PWR0089 BLK GLD** 51-18/135



LIL GLD ORG GLD



**PWR0090 BLK GLD** 52-16/135



FUS GLD MVE GLD



**PWR0091 BLK GLD** 52-16/135



BLU GLD MVE GLD

# OPTICAL COLLECTION

## WOMEN



**YC0947 BLU** 50-20/135



VIO TOR



**YC02529 FUSH** 48-20/135



RED2



**YC02532 BLK WHT** 51-17/135



BUR RED CRM BRN



**YC02533 BLU RSE** 51-17/135



BRN RSE BUR RED



**YC02534 BLK WHIT** 52-18/135



BRN RSE BUR RED VIO



**YC02535 BLK** 50-17/135



BLU BI GLD

cogan®



# OPTICAL COLLECTION

## WOMEN



**YC02536 BIGLD** 53-17/135



BLK BLU



**YC02537 BLK GLD** 50-17/135



BRN GLD MVE GLD RED SLV



**YC02538 BLK GLD** 53-17/135



BRN GLD MVE GLD RED SLV



**YC02540 BRN** 56-18/140



MVE SLV BLK



**YC02546 BLK** 49-17/135



BLU RED



**YC02549 RED** 49-17/135

cogan®

# OPTICAL COLLECTION

## WOMEN



**YC02554 BLK WHT** 51-18/135

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BRN VIO

---



**YC02555 BRN RSE** 51-18/135

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**YC02556 BLU GRN** 52-17/135

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BRN RSE ORG BUR

---



**YC02557 RED** 41-24/140

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**YC02560 AMB** 46-23/135

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BLK PRL BRN

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**YC02579 BRN GLD** 53-17/140

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GRY SLV

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cogan®

# OPTICAL COLLECTION

## WOMEN



**YC02584 BLU GRN** 51-16/140

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**YC02595 BLU BLU** 52-18/135

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**YC02596 BLU2** 53-17/135

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**BLK GLD** **RED GLD**

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**BLK GLD** **BUR RSE**

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**YC02597 TOR** 49-19/135

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**YC02598 BLK RED** 49-19/135

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**YC02600 VIO LIL** 53-17/135

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**VIO**

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**BRN** **BLK ORG**

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cogan®

# OPTICAL COLLECTION

## WOMEN



**YC02601 BLK** 51-20/135

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**YC02610 GLD RED** 51-18/135

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**YC02612 RSE** 55-17/135

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BLK GLD      BRN2      BRN

---



BLU      RED

---



RED

---



**YC02622 BGE GLD** 53-17/135

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**YC02623 GLD BLU** 48-21/135

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**YC02632 BLK** 48-19/135

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BLK ORG      GLD BLK      ORG

---



ORG GLD

---



GRN      RED

---

cogan®

# OPTICAL COLLECTION

WOMEN



**YC02633 BLK** 50-17/135



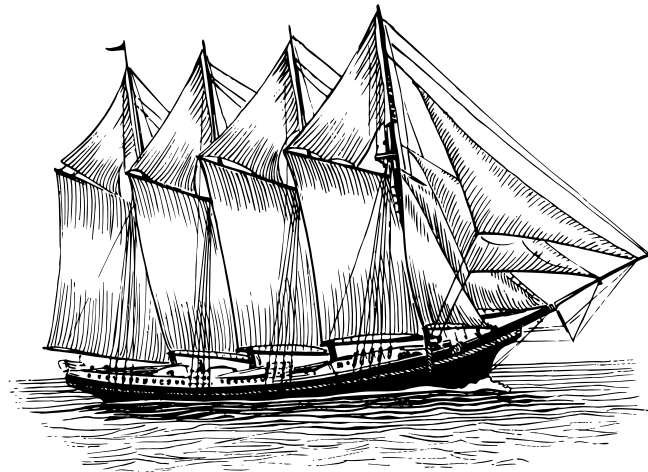
**YC02634 BLK** 52-15/135



**ORG** **RSE**



**BLU** **VIO**



cogan®

# COLLECTION YVES COGAN



**MEN**

yves **YC** cogan®

# OPTICAL COLLECTION

## MEN



**PWR0055 BRN/TOR** 52-18/135

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**PWR0074 BLK** 52-18/135

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**PWR0075 BGE** 53-17/135

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BRN GRY

---



BRN GRY

---



**PWR0081 BLK RED** 53-17/135

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**PWR0082 BLK RED** 53-17/135

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**PWR0086 BLK RED** 54-17/135

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BLU ORG GRY BLU

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BLU ORG GRY BLU

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# OPTICAL COLLECTION

## MEN



**PWR0087 BLU BLU** 52-18/135



**RED BLK**      **RUTH BLK**



**PWR0102 BLK** 52-18/135



**BRN**      **GRY**



**RUTH**



**PWR0103 BLK** 53-17/135



**BRN**      **GRY**



**RUTH**



**PWR0104 BGE** 53-17/135



**BLK**      **BLU**



**RED**



# OPTICAL COLLECTION

## MEN



**YC0944 TOR** 49-19/145

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**YC0946 BLK** 59-16/150

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**YC0950 BLK** 59-17/150

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BRN

---



BLU BRN

BLU

TOR BLK



TOR GRY

---



**YC02524 BLK** 58-19/150

---



**YC02531 BLK TOR** 50-20/140

---



**YC02547 BLK WHT** 51-18/135

---



BLU

TOR

---



BLU

BRN

HORN

---



BRN

VIO

---

cogan®

# OPTICAL COLLECTION

## MEN



**YC02548 BLU** 52-19/140

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**BUR**      **BRN**

---



**YC02553 BLK BLU** 58-15/150

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**BLK ORG**      **BLK YEL**      **DK BRN**

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**YC02558 AMB** 45-22/140

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**YC02566 GRY WHIT** 59-185/150

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**YC02571 GRY BLU** 61-19/150

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**BLK ORG**      **BLK BLU**      **GRY RED**

---



**YC02573 AMB** 52-18/145

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cogan®

# OPTICAL COLLECTION

## MEN



**YC02588 BGE** 55-17/145



BLK



**YC02590 BGE** 59-15/150



BLK

BRN

DK BLU



**YC02591 BRN ORG** 54-17/145



**YC02594 BLU** 57-17/145



RUTH



**YC02602 BLK** 55-16/145



BRN

GRY

RUTH



**YC02603 BRN** 59-15/150



RUTH

cogan®

# OPTICAL COLLECTION

## MEN



**YC02604 BLK** 57-18/150

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**YC02605 BLK** 47-23/145

---



BLU

GRY

---



**YC02606 BRN** 56-15/145

---



RED

RUTH

---



**YC02607 GRY** 57-16/150

---



**YC02608 GRY** 60-17/150

---



BLU

BLK

---



**YC02609 BLK** 55-16/145

---



BRN

TOR

---

cogan®

# OPTICAL COLLECTION

MEN



**YC02613 BLK** 56-15/145



BRN RUTH



**YC02614 BLK** 58-15/150



BRN RUTH



**YC02615 BRN GRN** 59-17/150



**YC02616 BLK ORG** 56-15/145



BLU BLU GRY RED



**YC02617 BLK ORG** 60-16/150



BLU BLU BRN GRN GRY RED



**YC02618 BLK RED** 55-16/145



BLU BLU GRY ORG

cogan®

# OPTICAL COLLECTION

## MEN



**YC02619 BLK RED** 58-15/150



BLU BLU GRY ORG



**YC02629 BLK RED** 56-17/145



BLK YEL BLU ORG RED BLK



**YC02631 BLK ORG** 59-15/150



BLK WHT BRN ORG GRY BLU



**YC02636 BGE** 51-21/145



BRN DK GRY RED



**YC02637 BLK** 55-18/145



BLU GRY RUTH

cogan®

# OPTICAL COLLECTION

MEN



**YC02639 BLU** 56-16/145



**YC02640 BLK** 59-16/150



BLK

BRN

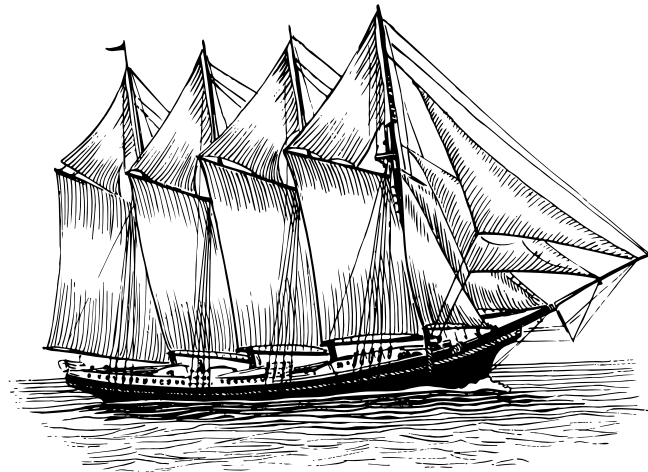
RUTH



BLU

BRN

RUTH



cogan®