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Eye Love
GWEN

AND GWEN LOVES EYEWEAR AS
SHE TEAMS WITH TURA FOR L.A.M.B.
AND GX BY GWEN STEFANI

STYLE FEATURE | Seeing a World of Women |



From top: NICOLE MILLER Degraw from L'Amey America; JILL STUART 339 from Eyewear Designs; BEBE Quirky 7169 from Altair Eyewear; ALEXANDER COLLECTION Uma from A&A Optical; **SUPERFLEX 448** from WestGroupe; MAX STUDIO LX 143M from Zyloware



WESTGROUPE: FYSH UK Sunwear

GLAM STYLE

WestGroupe unveils the launch of the FYSH UK sunwear collection for women. Inspiration for the debut collection titled Links grew from the delicate, intricate and detailed links in a chain necklace. Designed for women who embrace their own spirit and style, frames in this collection integrate vital fashion influences with prominent trends in European sunwear. Featuring 24 pieces in total, the eight-style collection features four main design concepts that are each available in two shapes and three color options. A silver metal detail piece became the primary design feature and is either embedded onto the front or wrapped around the edge of the frames. All designs are made from handcrafted acetate in rich tones. The CR-39 lenses are offered in an assortment of gradient tints and can be easily adapted into prescription sunwear. —Jillian Urcelay



PHILOSOPHY: “We are very excited about the launch of our first FYSH UK sun collection,” says Beverly Suliteanu, vice president of product development at WestGroupe. “Although the ladies sunglass market is extremely competitive, I feel we have created a collection that is unique, fun, sexy and most importantly, easy to wear. The color palette has stayed true to the brand with gorgeous rainbow hues for those looking for color, while interesting design details make these sunglasses uniquely FYSH.”

MARKETING: Merchandising materials include a FYSH sun counter card, brand brochure, name plate, mirror, hanging banner, and one-place and four-place displays.

PRICE POINT: \$\$\$

CONTACT: For additional information, contact WestGroupe, (855) 455-0042; website: www.westgroupe.com

INSIGHT

The FYSH UK sunwear collection draws from the same inspiration as the FYSH UK eyewear collection. Bold colors and intricate details are intended for spirited, confident women.



RED HOT

20/20 INSIGHT: You won't need to click your heels together three times to get some ruby red accessories this winter. Shades of bordeaux, burgundy, wine and garnet are red hot right now. These strong and powerful colors represent passion, energy, confidence and of course, love. Ladies will adore these frames in daring tones of deep red. —*Jillian Urcelay*

MATCH EYEWEAR: AERO F62

Designed for those searching for a minimalistic, light and airy style, this fashionable unisex square-shaped frame has a two-tone frosted matte coloration in shades of red and crystal, and a sleek screwless hinge.

Size: 53/15 (140) **Pricing:** \$\$\$

(516) 877-0170/www.match00.com



OWP: Mexx 5345

With a seemingly classic and smooth raspberry red front, watercolor-style striped temples are a surprise that add excitement to wearers who can either play them up or down.

Size: 53/15 (135) **Pricing:** \$

www.owp.de/en/



OPTIKA EYEWEAR: Nat & Coco Eyewear 1215

A colorful ruby frame that radiates French flair with lightweight, durable TR-90 acetate temples and stainless steel fronts.

Size: 49/18 (140) **Pricing:** \$\$\$\$

(888) 683-5222/www.optikaeyewear.com



WESTGROUPE: Fysh UK 3550

A laser-cut front design creates two levels and a 3D effect, while the bottom layer is covered in intricate patterns that fuse together both medieval-inspired Grecian symbols and new contemporary details.

Size: 52/16 (135) **Pricing:** \$\$\$\$

(855) 455-0042/www.westgroupe.com



ALTAIR EYEWEAR:

bebe Phenomenal 7163

With dazzling details adorning this CatEye, both teardrop and round crystal embellishments are delicately placed on the ruby frame's front and temples to stand out.

Size: 55/16 (135) **Pricing:** \$\$\$

(800) 505-5557/www.altaireyewear.com

