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# Optical Prism

THE MAGAZINE FOR EYECARE PROFESSIONALS

**GO FYSH:**  
Behind the Scenes

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**Hot**  
Trends for 2014

IMAGE COURTESY OF ALTERNATIVE OPTICS



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Prep: Models wait for their turn in front of the camera to show off the latest styles from FYSH UK.



The team goes through images from the two days of shooting in Toronto.

# Behind The Scenes

**WHAT:** FYSH UK 2014 eyewear campaign photoshoot

**WHERE:** Toronto, Ontario. **THE LOOK:** A collection inspired by independent women who are successful and fabulous. **OUR FAVOURITES:** Cat-eyes featuring vibrant colours and bold patterns. Mother-of-pearl jewel toned arms. **THE MANTRA:** #HookedOnLife. **WHERE TO GET THEM:** <http://www.westgroupe.com/fysh-uk/>



Snap: Model Kirsten is filmed for the upcoming promos for the new FYSH UK line of eyewear.



Style: WestGroupe Vice President of Product Development Beverly Suliteanu helps model Ariane with a hot new style for the shoot.



Perfection: The makeup and wardrobe team get Kirsten ready for her next shoot.