20 Pages of Eyewear and Sunwear Trends and 50 Pages of New Products

EYE’LL TAKE BLAKE >98
DECLARING INDEPENDENTS >86
AN RX FOR MILLENNIALS >116

MCM
See Everything No Matter Where You Live Your Life
The Wild BLUE Yonder

From top: TIFFANY & CO 2121 from Luxottica; TC CHARTON Asian Fit Ayumi by Prologue Vision; SMART 2703 from Clariti Eyewear; FYSH UK 3557 from WestGroupe; IZOD 6001 from ClearVision Optical

Tortoise, O TORTOISE... let me count the ways

From top: ERNEST HEMINGWAY 4681 from New York Eye; ENGLISH LAUNDRY Kingbee from Zimco Optics; ESSENTIAL 1772-1 from ProDesign Denmark
WESTGROUPE: Evatik Optical Collection

MODERN AND MASCULINE

WestGroupe debuts four new optical styles for men with the fall/winter Evatik collection. The designs draw inspiration from the sophisticated '50s and graphic rock with a clean, modern and minimalist look. Created for the fashion-savvy man, these frames feature unique designs, top quality materials and state-of-the-art technology. Contemporary and masculine color combinations create a refined and somewhat daring, elegant style. Style 9120 is a lightweight frame made entirely of ultra-thin handmade acetate allowing for an extremely comfortable fit. A matte finish and modified rectangular shape also express a masculine yet fashionable feel. Featuring a two-tone coloring and brushed finish, style 9123 has a deep square shape reminiscent of the '50s and '60s.

—Jillian Urcelay

PHILOSOPHY: “A key trend that is emerging in men’s eyewear today is the continued focus on hi-tech materials and design elements,” says Beverly Suliteanu, vice-president of product development at WestGroupe. “Whether it be titanium, beta-titanium, aluminum or carbon fiber, men are increasingly looking for lightweight, super strong materials in eyewear construction. In addition to materials, men are also seeking out more technical hinge designs, as well as new and interesting design features that make the styling more technically interesting.”

MARKETING: Merchandising materials include countercards, a brand brochure, double-sided banners, a brand video, a branded mirror, three-place display, nameplates and cleaning cloths.

PRICE POINT: $$$$$ to $$$$$

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

MATCH EYEWEAR: Si by Helium

KALEIDOSCOPIC OPTICS

Match Eyewear introduces Si by Helium, an unconventional addition to the Helium collection. Consisting of seven styles, the collection highlights audacious colors and artistry in Italian design. Targeted toward younger consumers, wild color combinations in Italian handmade acetate such as rich classic tortoise and vivid blue are available. The collection also features artistically engraved designs on metals with unique blends of purple, teal and burgundy. Si by Helium is built for those who swear by the quote, “La Dolce Vita!”

—Jia Lim

PHILOSOPHY: “From the start, our mission has always been to conceptualize and build eyewear brands designed for success and that appeal to virtually every demographic. We’ve had such success with our home-grown Helium collection and continue to grow it to fit the ever ranging needs of this loyal customer. The Si collection was developed specifically for a younger consumer who is a bit more daring with their eyewear choices and are totally comfortable with unconventional color combinations and bold new shapes in eyewear design,” says Ethan Goodman, president of Match Eyewear.

MARKETING: Merchandising materials include countercards, lucite ID block and three-place displays.

PRICE POINT: $$$$  

CONTACT: For additional information, contact Match Eyewear, (516) 877-0170; website: www.matcheyewear.com