



FYSH UK

// URBAN COOL //

FYSH UK has launched seven new styles for the autumn season that effortlessly merge the latest trends in eyewear with the hottest looks seen on the fashion runways. A key inspiration for this season's collection came from the innovative and unique ways that individual elements of design can be combined to produce a final result that is interesting, fresh and new. Whether it is the mixing of materials, finishes or patterns, the result is a collection of eye-catching styles that are as unique and original as the women who wear them. The mixing of patterns and solids was the focus for **FYSH UK** models **F-3561** and **F-3564**. Inspired by the New Romanticism trend seen on the autumn fashion catwalks; both models feature two-tone colouring combined with a baroque accent pattern on the front and temples.

westgroupe.com / fyshuk.com



FRANK CUSTOM

// CONTEMPORARY DIRECTIONS //

Frank Custom announces new sun and optical styles in its core collection of metal and acetate designs. Important shapes in the collection include the trendy round and oval classics, adhering to the brand's philosophy which underlines the value of a true classic, giving it a laid-back classical attitude. Created in 1993 the Frank Custom label works to achieve a mix of traditional aesthetics with unmatched comfort in every detail. Frank Custom frames are made by spectacle experts in Korea and feature complex metal rivet decorations and engraving, created with respect to the eyewear traditions of the past.

frankcustom.com

EDITOR'S
STYLE NOTES
**SHAPES OF
THE SEASON**

The new class of eyewear focuses on elegant lines and dynamic shapes, rooted in the past. Powerful round unisex shapes prevail across collections in an 80s mood – modified in contemporary colours or by distinctive details such as the double bridge. The cat's eye and the classic 'clubmaster' look are also perfectly in tune with luxury trends and a desire for something interesting and exciting to wear....



1. ROUND

Part of Blackfin's new collection, launched in September is the eye-catching Saint Martin BF769, featuring a double arched bridge with curvy lines in a two-tone colour scheme. Inspired by a 1980s aviator design, the round eye shape makes an impressive statement. Round is definitely here to stay.

blackfin.eu

ESN



2. CLUB

Lunor's Combi II offers a distinctive combination. The mix of metal and acetate in a 50s shape features pure titanium bridge, pads and hinges and a classical colour palette which makes a feature of antique finishes. The classic "clubmaster" design is trending this season and will be a hot look in 2017.

lunor.com



3. CAT'S EYE

It has been around for several seasons and it continues to pop up in all kinds of stunning feminine designs – optical and sun. The more exaggerated the proportions the better, and a modern take with some form of colour, pattern or jewellery detail is absolutely essential. Pomellato PM0022S offers the classical cat-eye shape in a glitter-effect acetate.

kering.com



WESTGROUPE

// FYSH UK MIXES IT UP WITH THEIR AUTUMN 2016 COLLECTION //

FYSH UK, a unique brand of fashion eyewear designed with today's woman in mind, takes its design cue from the hottest runway looks and up-to-the-minute eyewear trends. The fall 2016 collection continues this tradition by drawing inspiration from the innovative and unique ways that individual design elements can be combined to create eyewear that is interesting, fresh and new.

The FYSH UK fall 2016 collection, consisting of 8 new styles, blends the latest color palettes with a variety of creative design elements. A highlight of this season's collection is model F-3565. With metal fibers sandwiched between two crystal layers, the unique and interesting pattern appears to float within the acetate. The metal fibers of each individual color are laid out in a different pattern so that each color is unique from the other. For example, the Crystal Gold appears almost threadlike and delicate, while the Crystal Silver has a futuristic metal mesh design. The Crystal Rose Gold has a shimmery tulle effect, while the Crystal Black has a harder edged, metal mesh look.

"FYSH UK's strength has always been the use of color and patterns to create unique designs and the fall 2016 collection is no exception," says Beverly Suliteanu, VP Product Development at WestGroupe. "Whether it's the mixing of materials, finishes or patterns, the end result is a collection of eye-catching styles that are as unique and original as the women who wear them."

westgroupe.com

WestGroupe



WILLIAM MORRIS

// AW/16 FASHION CAMPAIGN //

New for Autumn / Winter 2016, William Morris are delighted to announce their latest fashion campaign. Shot over some of the city's most trendy outdoor locations, the campaign delivers the best of London fashion and style. Taking these inspirations from the heart of the capital, William Morris then creatively transfers them into their latest eyewear collections.

Inspired by the easy-going mood and unique charm of Notting Hill in West London, the campaign introduces two new faces for the season. Reinforcing the fun and quirky personality of the London born brand and in keeping with our Great British humour, the campaign also features a canine companion named Quincy.

Drawing on the creative backdrops of one of London's most picturesque boroughs, the new William Morris eyewear collections feature stunning new shapes and compelling colour palettes in line with the roots of the brand. Traditional British inspirations can be seen throughout the latest lines, with a fresh take on creative styling and colour combinations that mean London style take you over.

William Morris remains as consistent today as it did in 1996, with an unwavering commitment to creating directional and conservatively different eyewear for fashion forward British men and women.

williammorris.co.uk

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GREAT BRITISH EYEWEAR
WILLIAM MORRIS | LONDON