

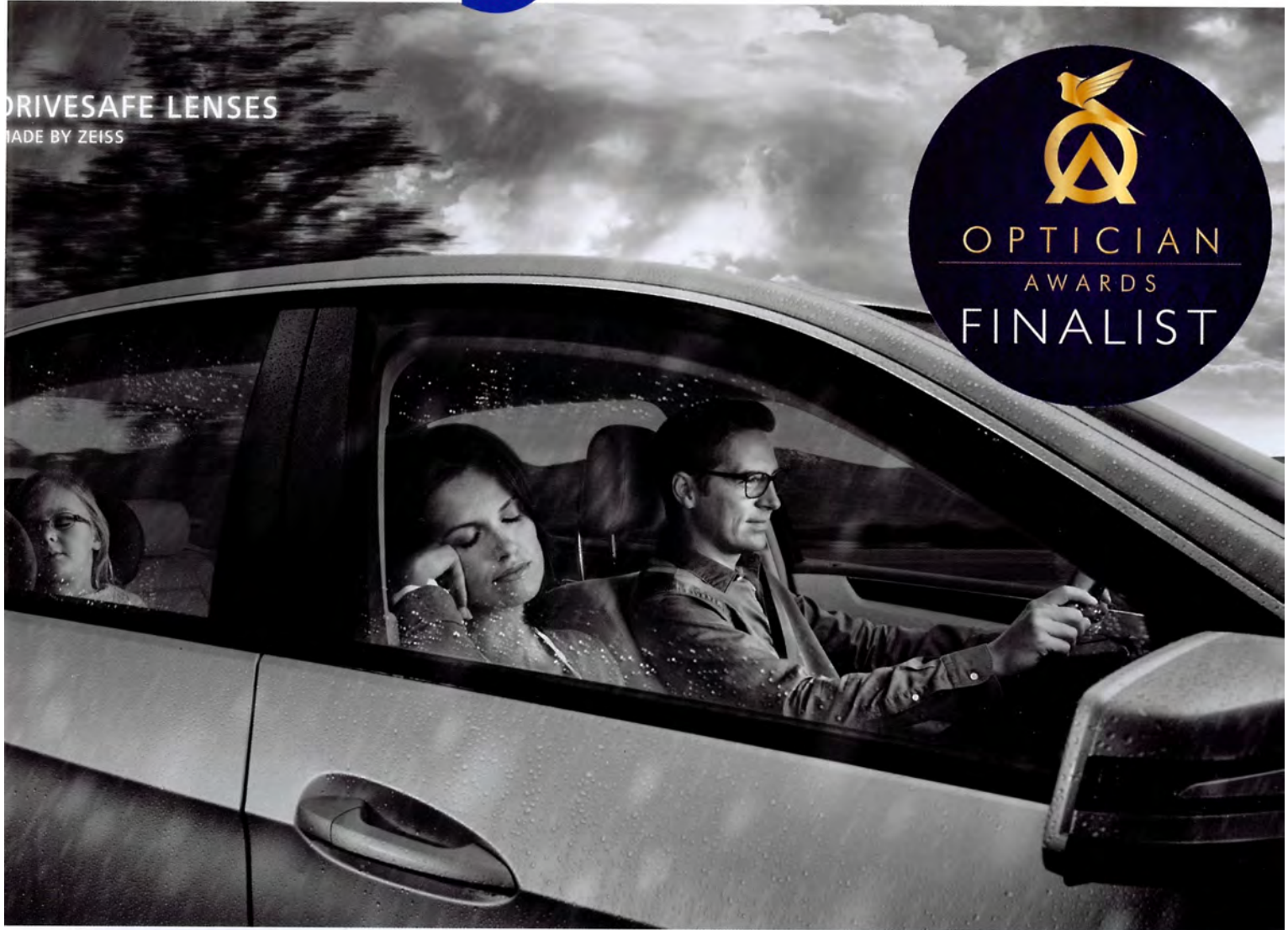
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eyes

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ALL in the DETAIL

Ranging from a touch of diamante to an elaborately embossed temple, embellishments are a strong and enduring trend, essential for adding that little touch of luxury.

Main: Model ZF 3090 from **International Eyewear** features sparkling crystals on glossy arms to add a touch of luxury

Left: The Atelier range from **Silhouette** offers both bold and simplistic embellishment with eye-catching detail, including the option of silver, yellow, white and rose gold inlays and gemstones. This is model G009 Rose Gold Polished frame

Opulent textured detailing from Etro, model ET2108 001, from **Marchon**



Model Carry On from the Coco Song collection by **Area98** features a temple detail with a semi precious stone and metal decorations that recall Eastern symbolism

This OGA model Tryk from **Zuma** combines its embellishment with its details as its flex system is a bold mechanical assembly in which each element contributes to the aesthetics of the temple.



Prodesign, model 5644, colour 3535, features jewellery-like detailing on the side of the frame



It's fair to say that when it comes to eyewear, many people are like magpies, attracted to a flash of crystal or textured print. It is these details that give frames a strong individual identity, with a closer link perhaps to jewellery, rather than medical appliance. "Embellishments can quite quickly turn any fashion accessory into something a bit more special and unique," says a spokesperson for Marchon. Peter Beaumont, Managing Director for Dunelm Optical, adds: "There have never been so many design opportunities to embellish eyewear; from the use of colour, pins, top bars, key hole bridges, to fine semi-precious stones, beads and crystals. The possibilities to design unique and beautiful frames are endless."

New Processes

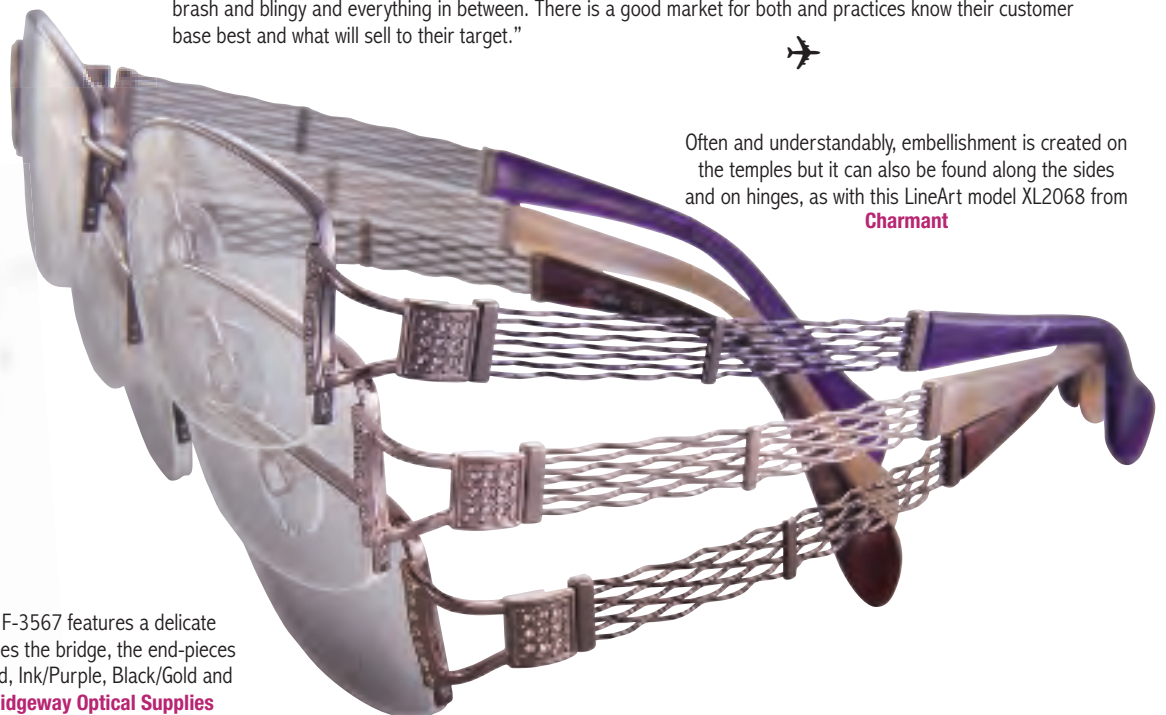
Certainly new techniques have broadened the offer. "With manufacturing advancements, the ways in which we can enhance a frame now allows for incredible creativity. Embellishments can be as discreet as shimmer within an eye front that is visible only when catching the light, or a bespoke embossed design on the core wire. For patients wanting ostentatious embellishment, panels of Swarovski crystals and coloured enamelled design features are the natural go-to's," says Emily Shepherd, Product Director, Eyespace. Louise Brunton, General Manager Charmant UK adds: "Depending on the inspiration of the brand of the eyewear, this can range from subtle and tasteful to brash and blingy and everything in between. There is a good market for both and practices know their customer base best and what will sell to their target."



Model Cocoa Mint 9040 from **Eyespace** is embellished with luxury leather and chic metallic accents to give a unique, vintage influenced feel to the frame



Westgroupe's stainless steel Fysh model F-3567 features a delicate laser-etched swirl filigree design that dresses the bridge, the end-pieces and the temples. Available in Black/Emerald, Ink/Purple, Black/Gold and Eggplant/Red. Distributed in the UK by **Ridgeway Optical Supplies**



Often and understandably, embellishment is created on the temples but it can also be found along the sides and on hinges, as with this LineArt model XL2068 from **Charmant**