

HEALTHY eyes

A supplement to *eyes*, produced by Rims Media

SPRING/SUMMER 2017



ON THE
ROAD

LENSES FOR DRIVING

FRAMES

SPRING/SUMMER FASHIONS

20 WAYS
TO KEEP YOUR EYES
HEALTHY

Creative Colours...

- Crystal & translucent effects
- Metallics: gold, silver, copper & gunmetal
- Bold, bright shades including yellow, red, green and most importantly blue
- Earthy tones: Tan reds, greens, mustards & oranges
- Mixing it up: Combinations of champagne, rosé and light colourings with concrete, black & caramel or ivory
- Tortoiseshell remains popular



Fun and fashion in the Prestige range.

Mixing Materials...

The accent for this season is firmly on choice. Although acetate maintains its strong standing (particularly with marbled and multi layered laminates), there has also been a definite increase in demand for metal, titanium and combination frames.

To make frame choices exciting there is also lots of experimentation with natural materials like horn and wood, or silk, leaves, feathers and flowers. There are also leather details and matt, rubberised, brushed and wood-effect finishes. And if it's metal you like keep an eye out for rose gold, big in fashion accessories and now making the leap to eyewear adding a luxury feel to women's styles.

1. Pepe Jeans model LEVON PJ1247 uses a single pinstripe contrasting line to uplift a classic rectangular frame inspired by modern architecture.
2. An architectural metal finish and wood effect acetate make this Metropolitan model bang on trend.
3. Beautiful blues and teal are on trend this summer. SALT model ANELA.
4. Rounded shapes are still popular as in this Reykjavik Eyes model.
5. The new ELLE eyewear collection uses elegant jewellery details. Available in Grey and Rose Gold, Red, Purple and tortoiseshell.
6. For men, navy complements this Cameo Model Massimo.
7. Think earthy tones and you can't go wrong: Fysh model 3566.
8. Gold and crystal marry in this Innotec model, Carden.
9. Bright pops of colour appear to young wearers, Metz model 1497.
10. Blue and tortoiseshell are two huge stories for spring/summer frame trends. Inface model IF9373-9025.



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