

2018 JULY

# eyes

a RIMS MEDIA

magazine for all optical retailers



**Full UV protection in all  
clear lenses. All day. Every day.**

ZEISS Lenses with UVProtect Technology

[www.zeiss.co.uk/vision](http://www.zeiss.co.uk/vision)



**LENS & LAB SPECIAL**

**Fashion:** Touch of Luxury

**NEW!** Hearing Services

# DECORATIVELY DOES IT

Taking inspiration primarily from jewellery, decorative metal effects have long been classic detail devices for women's frames. This season is no exception with a plethora of different styles to cater for a wide variety of tastes. For women looking for jewellery like motifs, there are delicate abstract shapes, picked out with enamel, or filigree style sides that give frames a lighter, delicate appeal. Or there are delicate tracery style sides that reference inspiration drawn from nature.

Etched detailing adds an element of texture, generating interest with criss-crossed effects, punched holes and zebra like raised stripes or even motifs reminiscent of snakeskin. Other effects look almost like the contours on an ordinance survey map, creating a highly 3D effect that adds an extra element to the frame's sides. With some styles there is also a slightly edgy, urban feel, referencing industrial mesh, but lifted with colour that gives the whole story a slightly '80s feel. Interestingly, colour hasn't been forgotten with bold combinations of brights and pastels delivering attention-seeking styles. Subtler versions also abound too, with tortoise mixes and coloured metals veering from pale pink to sophisticated on blood red.

These looks work hard for opticians. Pared down decorative elements can be unisex, especially with styles that trace and embed lines round frames. And there is further versatility as these styles also work for both ophthalmic and sunglasses, as can be seen with models from Safilo, Mondottica and Mykita. With their references to jewellery and often-classic proportions, these frames have a broad appeal that just doesn't date. For those looking for investment styles that will last the test of time, look no further. ♦



Oxydo,  
model O.No 2.1,  
Safilo



Kaos collection,  
model KK425, Area98



i wear collection,  
model 6076 c1,  
cerulean,  
Louis Stone



Model 9222,  
Ogi collection,  
Ogi Eyewear



Karen Millen,  
model KM7006,  
Mondottica



Model G021  
Art Eternel,  
Silhouette

AdLib by Charmant,  
model AB3225U Grey,  
Charmant



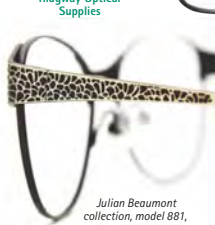
Etro, model ET2618 214,  
Marchon



FYSH UK collection,  
model F-3606 col. 828,  
WestGruppe,  
distributed in the UK by  
Ridgway Optical  
Supplies



Cocoa Mint  
collection,  
model CM9937 C2,  
Eyespace

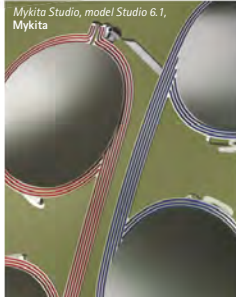


Julian Beaumont  
collection, model 881,  
Dunelm



The OK Frame Company, model OK 2110 C2, International Eyewear

Jaeger model 298 from Continental Eyewear



Mykita Studio, model Studio 6.1,  
Mykita