

**LaunchPad: Frame Collection**

**WestGroupe's Fysh UK Debuts Spring 2018 Collection**

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Friday, March 30, 2018 12:08 AM



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the translucent acetate in shades of grey, brown, red and blue.

[www.westgroupe.com](http://www.westgroupe.com)

**Quick Take:** WestGroupe's Fysh UK spring 2018 collection features a vast array of bold colors, intricate patterns, unique constructions and shapes.

**Specifics:** Thanks to the combination of bright color accents, translucent or textured motifs and innovative design elements, each frame is brought to life in a dramatic way. Quality materials make these styles the ideal accessory for the game changing women who embrace individual style.

**Selling Points:** Style F-3599 stands out with its two-toned coloring and soft cat eye silhouette. Laser cut for a step down, layered look along the browline and the outside front edges, the top, bottom and inside of the frame are color matched to the accent color on the front. Frame F-3602 features a laser cut, eye-catching dot pattern on the front and the temples. The edges along the browline and the temple are beveled and in contrasting colors to create textural depth. Style F-3604 is a metal, semi rimless style. The end pieces have a forked design that is also mirrored at the bridge. Model F-3603 is a squared off cat-eye shape frame featuring a triple lamination with a leopard print at the browline and temples. The frame is cut down to expose



