

LaunchPad: Frame Collection

## WestGroupe Releases FYSH November Styles

By Staff

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**Quick Take:** WestGroupe has released its November FYSH frame styles that showcase bold color combinations, unique patterns and exclusive design elements.

**Specifics:** The mix of key fashion influences, handmade acetate and contemporary shapes create feminine styles for the confident woman.

**Selling Points:** FYSH style F-3614 features high contrasting color blocking on the front and temples with a metal end cap in a third accent color. A laser cut groove along the front's perimeter is highlighted in the accent color giving the impression of a thin pinstripe pattern. Beautiful fall tones highlight the F-3618, an ultra-thin monoblock front, accented with gradient coloration is showcased on this new style. Starting at the browline, ombre hues of deep rich burgundy blend into metallic gold giving off a radiant glow with delicate temple embellishments highlighted in gold for a subtle, decorative touch. The stainless steel F-3619 features an abstract pattern digitally printed on the front and temples that provides depth and texture.

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