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eyes

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POLICE

QUIET REBELS

Fashion: Trends Autumn/Winter 2018/19 **Business:** Customer Profiling **Equipment:** Glaucoma Detection



DUNELM OPTICAL have launched their 2018/19 eyewear collection. Premium designer brands Lyle & Scott (pictured) and Paul Costelloe have added a number of new frames to their range, whilst Dunelm's house brands hit the fashion spot with pops of colour, cool designs and edgy styles including understated elegance from their Julian Beaumont collection and vintage vibes from their popular Retro range. ○



RIDGWAY OPTICAL SUPPLIES/WESTGROUPE

Featured in the brand-new FYSH UK campaign, style F-3600 is constructed with exclusive translucent patterned acetates reflecting one of the hottest trends of the season. It is a round frame offered in rich Japanese acetate in vibrant hues of cobalt purple, grey lade, brown smoke and nude. It features a custom five barrel hinge with a discreet engraved logo. ○

DIBBLE OPTICAL's Mio & Me is a newly launched eyewear range aimed at active kids who want to look cool and feel good about their glasses. The collection consists of five models in two sizes and three colours, suitable for children aged from six to 15 years. Frames are crafted from a combination of TR90 and plasticiser-free TPE using a special injection moulding process to combine fashion and resilience in a frame that's comfortable to wear. ○



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From **Dunelm**, the true home of retro inspired eyewear, she wears **Retro 386** in Lilac and he wears **Retro 375** in Brown/Gold



Mykita's model **Alasie**, with its rounded butterfly shape and Yuma with its more traditional oval combine metallic temples with subtly tinted sheer acetate



Classic Contrasts

Future or past, this season it's the classic shapes that are strongest: rectangles, cat's eyes, aviators, wayfarers all stand firm. Beverly Sulteau, Vice President of Product Development WestGroup notes: "Round and angular shapes continue to be strong for both men and women. Cat eyes and modern aviators are also trending, as are squared off round shapes." There are subtle developments but in the main they tend to be understated. "Classic and slightly retro shapes are reinterpreted with unusual cuts or angles," explains Enrico Furlan, De Rigo House Brands Creative Director.

Dare to be Different

Although definitely niche, there is also room for distinctly quirky styles too. Look out for angular, hexagonal designs that reference architectural and geometric styling along with some of the more excessive style statements of the '70s. These are inspired by catwalk looks that favour outsize shapes; some with almost moulded surrounds, as spotted at Kirk & Kirk for example.

Brulimar's **Pull It Bear** range is on board with the trend for bold colours. Model 1705.





Temple flecks of colour in this I wear 6090 in Ebony Glow from **Louis Stone** add an unexpected flair to this style



Optical Service model Jola 2557 looks to nature for inspiration with sea blue colouration



Deep jewel colours are important for the coming season; this is model Emily, part of the Spectrum collection at **Kirk & Kirk**

Creative Colour

While shapes in the main are playing it safe, colour is definitely getting bolder: "If one thing was clear from the shows this year, it's that black and beige have been side-lined in favour of colour. From bright, primary Crayola colours to softer ice cream pastels, consumers will be looking to mix and match to brighten their looks," says Parsons of Silhouette.



Continental Eyewear's Model Askja from the Reykjavik Eyes range echoes the minimalist metal trend.



Titanium's huge appeal is endorsed by **Emporium Eyewear** recently launching a new Titanium Range as an extension to their Sakura stainless steel collection.



Clear and dark combined; this is model Ty in color Blonde Caramel from **SALT** Optics



A nod towards retro shapes complement this creative use of colours. **NiNies** model N18478 from **Design Eyewear Group**.



Layered effects, textures and patterns add interest for the coming season's frames, as with this model F3603-815 from **FYSH UK** at WestGroupe distributed in the UK by **Ridgway Optical Supplies**