



NEWS

FYSH – Fall 2018 Collection

by *Maarten Weidema* 1 September 2018

FYSH, the international eyewear brand that is designed for the women who embrace their individual style, reveals its new collection for Fall 2018. Combining the latest runway looks with the color trends of the season, the new styles feature a vast array of bold colors and intricate detailing for a unique look. The most current shapes are elevated by gradient, translucent or iridescent tones, amazing patterns and exclusive design elements, creating the perfect accessory for today's strong, ambitious women. The new acetate frames are all about a kaleidoscope of colors and feminine details.



Modified cat-eye style F-3615 features Mazzucchelli animal print acetate with iridescent colors that shifts shades as it moves in the light. A polished metal inlay along the browline adds a finishing touch of sophistication. Conceived for the woman who loves to stand out from the crowd, this style is available in hues of leopard, chameleon and purple leopard.



Rounded rectangle shape of style F-3616 is a large fit frame that comes in soft feminine shades in gradient acetate. Beveling along the browline provides dimension to the design. Featuring OBE spring hinges, this style is available in romantic hues of aubergine rose, brown nude, grey smoke and burgundy red.



The classic cat eye style F-3611 showcases a sophisticated color palette achieved by custom lamination that enriches the translucent crystal acetate and accents the browline. Finished by color coordinated metal temples and OBE spring hinges, this style comes in nude crystal, grey crystal, purple crystal and rose crystal.



A metal frame plays with color blocking and finishes in style F-3612. A semi rimless frame with a modified cat eye shape and a mono-block front, its super thin profile is highlighted by two-tone coloring and unique end pieces that feature a jigsaw puzzle design wrapping harmoniously to temples. This style is available in color combinations of black gold, sapphire rose, brown emerald and burgundy eggplant.



Style F-3613 will light up any look with the mix of solid and glitter epoxy that creates a unique color blocked effect on the end pieces and the temples. High gloss finishes in hues of black silver, ink black, burgundy rose and brown gold are featured for this frame.



Style F-3617 gives a modern twist to the classic aviator with a beautiful honeycomb pressed pattern along the rim. The temple features a linear metal detail accented by two tone color block effect. A discreet custom integrated spring hinge is worked into the frame without disrupting the design. Available rich hues are burgundy ink, brown gold, rose black and purple teal.

FYSH is produced by WestGroupe; for more information please visit their [website](#).