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## Beverly Suliteanu

WestGroupe's VP of Product Development and Creative Director



*Jillian Urcelay: How would you describe the Fysh customer?*

**Beverly Suliteanu:** The Fysh woman is strong, confident and loves to show off her personal style. She has fun with fashion and doesn't shy away from bold color and vibrant patterns. Her eyewear choices are a natural extension of her style, the finishing touch for the perfect look.

*What features and design details can be seen in the newly launched release?*

The pre-summer Fysh collection is all about intricate detailing, feminine patterns and multi-hued coloration. The pre-summer releases were heavily influenced by sexy cut-outs, fun prints and airy silhouettes that were featured in all the summer runway shows. Style F-3692 beautifully combines an ultra-light stainless steel structure with handmade acetate rim inserts. A feminine laser-cut filigree design on the frame's edges adds delicate detailing, while the softly colored patterned acetate rims blend perfectly with the metallic tones of the stainless steel structure. A new addition to the Fysh titanium offering is F-3693. The angular CatEye, a key shape for 2022, is sexy and modern. A floral laser cut pattern along the front edge and temple is elevated by two-toned coloring, while a mixture of matte and shiny finishes exudes sophisticated luxury. F-3694, with its laser cut temple pattern, features a whimsical tropics inspired print that is applied through digital printing. The multi-hued color palette is colorful and fun, perfect for the summer yet wearable all year round.

*What trends do you see making big waves in women's optical and sunwear styles this fall?*

Chunkier silhouettes, bold colors and fun patterns are going to be trending for fall 2022 and into 2023. There will also be continued focus on detailed eye rims, custom lamination and the mixing of materials in fun and interesting ways.

[Learn more about the Fysh collection »](#)