



Wednesday, July 13, 2022

BUSINESS | EYECARE | TECHNOLOGY | STYLE | PEOPLE | SCENE + HEARD | INSIGHT

LaunchPad: Frame Collection

WestGroupe’s Fysh Releases 3 New Optical Models

By Staff
Wednesday, July 13, 2022 12:11 AM



Quick Take: WestGroupe is introducing three new Fysh optical models for Summer 2022.

Specifics: The new styles are F-3695, F-3696 and F-3697. F-3695 is a modified square with a gentle upsweep crafted in handmade acetate. The acetate was created by digitally printing leopard and zebra prints onto the material for a layered, three-dimensional effect. Two-toned gradient iridescent coloring makes the print pop. It is available in blue turquoise, purple fuchsia, rose sad and champagne teal.

F-3696 is a modified square with laser cut detailing on the brow bar and temples. It features gradient coloration on the front with a mix of matte and shiny finishes and is available in black rose gold, Atlantic blue gold, purple rose gold and emerald gold.

Finally, F-3697 is an oversized, angular cat eye crafted from stainless steel and featuring a laser cut and color blocked brow bar. It has matching acetate temple tips with decorate endcaps and is available in black magenta, navy sky, slate blush and ocean eggplant.

Selling Point: The new Fysh styles are colorful, bold and exuberant.

www.westgroupe.com



ADVERTISEMENT