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LaunchPad: Frame Collection

WestGroupe's Fysh Launches New Fall Models

By Staff
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Quick Take: Fysh, from WestGroupe, is launching four new optical styles for Fall.

Specifics: The new styles are F-3698, F-3699, F-3700 and F-3701. F-3698 is a Mazzucchelli acetate cat-eye style with a detailed fringed and knitted pattern along the top brow. It is available in Indigo Rosewood, Pecan Teal, Grey Butterscotch and Lavender Grey. F-3699 features a stainless steel monoblock front in a modified square shape, two-tone temples and a subtle glitter finish on the endpiece. It is available in black magenta, blueberry iris, ash rose and teal turquoise. F-3700 is a rectangular semi-rimless stainless steel frame with a scale-like pattern along the front and temples. It is available in ocean, berry, amethyst and rose. Finally, F-3701 is a modified square frame with a monoblock front and a unique ombré effect. It is available in black gold, teal gold, eggplant lilac and blue rose gold.

Selling Point: The new Fysh fall models are chic, bold and impactful.

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