

## Whats New

## WESCAN OPTICAL: EVATIK SUNWEAR

STYLED FOR THE URBAN MALE

Wescan Optical adds a sunwear collection to its Evatik men's ophthalmic line introduced in 2010. Targeted to sophisticated urban men, the initial collection consists of 18 styles in stainless steel and acetate, with diverse eye shapes ranging from the modern rectangle to vintage aviators. Intricate temple detailing and two-toned colorations lend a masculine elegance. Inspired by fashion and performance, Evatik sunglasses blend modern, masculine designs with superior lens capabilities. All lenses are six-base, Rxable and available with CR-39 and polarized options. The lenses have hydrophobic, scratch-resistant and backside, seven-layer anti-reflective coatings, and offer 100 percent UVA and UVB protection. Additionally, an innovative cast-in technology creates a structurally stronger, longer-lasting lens.



Photographed by Matt Lambros/Black Box Studios

**PHILOSOPHY:**

"Men's eyewear can traditionally be divided into two distinct categories: fashion and technical," says Beverly Suliteanu, Wescan creative director and vice president of product development. "By marrying cutting-edge technology with fashion-forward styling, Evatik sunglasses defy convention, offering today's urban male the ultimate accessory to express and enhance his personal style."

**MARKETING:**

Merchandising materials include three- and six-place displays, counter cards, banner, mirror and logo plaque. Sunglasses come with a folding, hard case and cleaning cloth.

**PRICE POINT:**

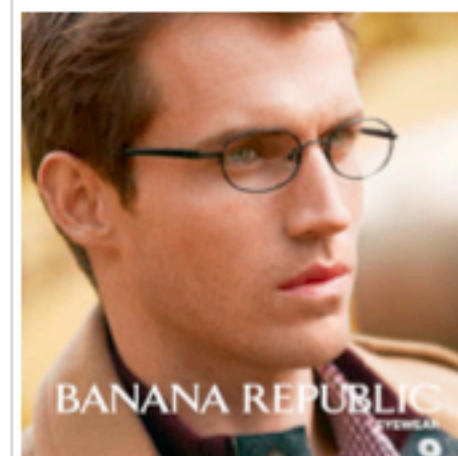
\$\$\$ to \$\$\$\$ (for polarized lenses). For additional information, contact Wescan Optical, (800) 361-6220; website: [www.evatik.com](http://www.evatik.com)

**INSIGHT**

Wescan Optical was established in 1998 with the mission to produce high quality, innovative eyewear. Wescan's brands include Fysh UK and Kliik: denmark, and are available in more than 40 countries.

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