MODERN ARCHITECTURE

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WHO: Men tired of the vintage trend; futurists; industrial engineers; modern architects; guys with an appreciation for the strong, minimal aesthetics of the 2011 men's collections from Calvin Klein Collection, 3.1 Phillip Lim, Canali and Jil Sander; and those who just have an eye for the way things are constructed.

WHAT: **Clean, minimal lines, dimensional, a more sculptural feel**; adjectives like these can just as easily describe a new midtown high-rise as they can the direction men's eyewear is moving. Long saturated with heavy acetates in a slew of black and tortoise, men's eyewear trends are finally starting to evolve. Where once wearing vintage-inspired frames made a man stand out, they are currently everywhere and the move toward more **modern, architectural frames** is what now feels more individual, like brand-new way of dressing.

WEAR: (Clockwise from top left) The **Converse** Build frame from REM features actual cord stitching down each temple which gives the appearance of the gunmetal plaque being sewn to the yellow acetate temples. The new **Marc Ecko Cut & Sew Collection** from ClearVision is based on providing modern, contemporary looks; the Defender in smoke crystal (available in August) features clean architectural lines, an updated shape with a double bridge and wide temples that house an industrial feeling, perforated logo plaque. The **Evatik** 9029 from Wescan Optical uses industrial touches like gunmetal endpiece plaques and rivet details for modern take the bold black acetate frame. A modern man wears color; he also wears **Tom Ford**. The Tom Ford TF 5164 from Marcolin pairs a brown acetate frame front with a sky blue interior and pinstriped metal temples for the utmost in modernity. The **Seraphin Collection** from Ogi Eyewear is founded in neo-classism, modern takes on classic styles; the Jackson frame in a dark, matte federal blue does modern by way of minimalism, with a strong, faceted browline.

WHY: Like all fashion even **men's trends mature**, granted they just take a little longer. Vintage and retro-inspired eyewear has been so ubiquitous for the last several years that the market is ripe for something that feels fresher, newer and edgier. More **modern and sculptural** men's eyewear is that thing and dispensaries that get in front of this trend have a lot to gain from customers who are bored looking like "Mad Men" throwbacks.

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FRAMES SHOT BY: BLACK BOX STUDIO