

EYE CARE & FASHION

BUSINESS

EYE CATCHING!



WAITING AREA COPY

Eyewear's Evolution to Fashion Status

By Beverly Suliteanu, Creative Director and Vice President of Product Development for Wescan

Over a decade ago glasses were worn as a utilitarian device to correct vision. Since then, and in the last few years particularly, eyewear has evolved from something you need to wear, to something you want to wear; that is to say, they are both a necessity and a fashion accessory.

I travel extensively to Milan, Paris, Hong Kong and New York, attending industry trend shows and monitoring developments to ensure the FYSH UK, Kliik: denmark and Evatik brands are fashionably on target.

Eyewear follows fashion's cue. Like buying clothing, people choose eyewear that makes a statement about who they are, and seek out eyewear that is influenced by current fashion runway trends. Unlike fashion, which is driven by seasonal collections, eyewear collections are created on a yearly calendar and evolve throughout that year. Given its small scale and the fact that only certain shapes and colours can be used within the application to flatter the face, eyewear design, more so than fashion, is tempered by its function, and the limitations of the medium itself. Most people purchase glasses to wear for at least a couple of years; and because eyewear is worn continuously, trends tend to have a longer lifespan than fashion.

However, with so many exciting styles available now, it's not uncommon for people to have an eyewear wardrobe consisting of a pair for everyday or work, a pair for special occasions and a casual pair for weekends.

Styles that make a statement will be at the top of 2010's radar. When it comes to eyewear, think in terms of fashion's 'item' jacket, 'hot' shoe or 'it' handbag. Look for uniquely styled frames that speak to the wearer's individuality, through colour and distinctive design.

The last decade has seen a major shift in the shape of eyewear, from rounded, oval shapes to squared, rectangular shapes which have evolved into the modified rectangle, (a softened, pillow shape), that's most popular today. With the exception of some retro inspired rounder shapes, I don't predict a swing away from this trend any time soon.

Over the years, frame design has progressed from the use of heavier materials to light-as-a-feather fabrications in both metals and acetates. Today's modern eyewear ranges from full frames to contemporary, floating and semi-rimless styles as well as single and multi-color styles. The scope of design technology has developed dramatically, allowing the creation of fashionable patterns and textures through laminating laser techniques, and acid-etching. These modern applications are the trademark of FYSH UK, Kliik: denmark and Evatik, enhancing each brand's modified approach to European styling, which in essence resonates with North American consumers, who want to express their individuality.

The key to selecting the best frame to fit your face is balance, meaning the eye should be centered in the frame. I suggest choosing oversize frames in sunglasses where the eye can't be seen, so balance doesn't come into play.

Similar to other small scale accessories such as jewelry and watches, the tiniest detail can make a dramatic difference to the overall design, and in the case of eyewear even more so, since they sit front and centre on your face. This very point is integral to eyewear design. Because glasses are the first thing people see when they look at your face, it's important to keep the front interest more subdued and play up dramatic design on the side where it's less obvious. Eyewear shouldn't overshadow your style and personality, it should enhance it.

Together, temple interest and color set the tone of the design. The balance of the two is one of the key elements



which determine the success of a style. The technology used in temple design is just beginning to take off. New and exciting techniques such as acid-etching (which is replacing laser) give us the capability to create unique, three-dimensional effects as well as finer designs, which allow us to offer consumers the new look of an even slimmer but embellished temple. I'm excited to see how temple design evolves in the future.

Fit and comfort are other important elements that are determined by the slightest adjustment to the bridge, nose pads and temple tips. The creative process is fluid and evolving, and we maintain flexibility throughout, to interchange the multiple components. Some designs hit the mark from the onset, others need more refining to get the design just right.

A Birds-Eye-View of the Design Process

1. A Concept brief details the direction of the season's

collection, outlining the trends, themes and color inspirations.

2. Preliminary design drawings are submitted for analysis of the frame structure, in terms of eye size and shape, bridge and temple; after which feedback is provided to the design team.
3. Revised secondary design drawings are submitted for analysis to determine any further changes that are needed.
4. Preliminary samples are created by hand and submitted for physical and tactile analysis to ensure fit, comfort and the perfect balance of all design elements - marrying the visual with the physical.
5. The colour palette is selected to complement the design.
6. Production sample is submitted in each color-way for final approval.



FYSH

UK | URBAN KOOL EYEWEAR

New Releases

FYSH UK

See and be seen for who you really are with eye-catching designs from Fysh UK's spring 2010 collection. The funky styling and whimsical patterns will appeal to frame wearers who wish to unleash their creativity and let their personalities shine. Eyes will pop with fun color combinations and cool textures that reflect the fresh spring season. The spring 2010 collection includes 14 new styles with a variety of full-rim and semi-rimless shapes in metal, acetate and combination materials.

This inspiring urban kool collection features F-3414, a fun and flirty frame with a floral-inspired print and delicate pastel colors available in brown ivory, brown plum, black mint and red coral.

For more information on Fysh UK, contact Wescan at 1-800-361-6220 or go to www.fyshuk.com



KLIK
denmark

OPEN YOUR EYES TO KLIK

Klik:denmark's spring 2010 collection has captured the true essence of frame-chic with stunning color variations and captivating designs in 10 new styles that complement the brand's modern look.

Creative concepts and quality materials combined bring this exceptional collection to life. With the revival of military fashion marching on the runway, frame wearers will salute camo inspired prints such as KL-413 and KL-416. Desert grey, desert sand, brown and khaki are only some of the myriad of colors available with these exciting new fearless models that are sure to recruit Klik wearers for life.

Open your eyes to Klik and open your eyes to a world of urban, modern style.

For more information on Klik;denmark contact 1-800-361-6220 or visit www.klik.com

