

WestGroupe: Canadian distributor for Moleskine Eyewear

4. April 2018

WestGroupe announces the launch of the Moleskine eyewear collection in Canada, coming Spring 2018. Introducing an essential new eyewear collection by Moleskine, a natural addition to the Moleskine ecosystem of analogue and digital tools that support everyday life on the move.



The collection of optical frames all have a clean yet distinctive design. The glasses are both naturally elegant and innovative, as well as functional and extremely lightweight. The Eyewear Collection empowers exploration and creativity while on the go, connecting the user to the Moleskine world of imagination, memory and travel.

Ultra-thin and ultra-light with uniquely designed temples and hinges and manufactured in the finest materials available, the Eyewear Collection speaks to the ethos of the Moleskine brand and its timeless and distinctive spirit.

The functional collection will launch in the spring with optical frames for men (7 styles), women (5 styles) and unisex (3 styles), all with a clean yet distinctive design along with a selection of accessories and cases featuring the classic 'in case of loss' notice.

Moleskine

*Moleskine objects and services are carefully designed to enable everyday life on the move. Inspiring limitless creativity and self-expression, it all began with a certain little **black notebook**. Over time, these notebooks have proven themselves to be indispensable companions to the innovative technologies and connected world of today. Moleskine notebooks are batteries that store our innermost ideas and feelings, releasing their energy over time.*

Today, the legacy of the little black rectangle has opened up new possibilities for creativity on the move. Timeless bags, accessories, writing tools, smart notebooks, digital tools and device accessories join the original notebook. Combined they represent contemporary nomadism around the world.

WestGroupe

*With over 50 years of industry insight, WestGroupe's mission has always been to provide unique and superior quality eyewear for the fashion-focused consumer. WestGroupe is dedicated to defining future standards in the optical business by developing, creating and supporting innovative products and services that allow customers to succeed. WestGroupe offers a selection of **international brands** in over 40 countries, including EVATIK, KLiik denmark, FYSH & Superflex.*

Source: Westgroupe