

WestGroupe Bows Superflex Kids Collection

By Staff

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Quick Take: WestGroupe's new Superflex Kids collection takes color to the next level.

Specifics: Color is the main inspiration accompanied by eye-catching details such as funky patterns, special textures, glitter elements and bold contrasts. All Superflex Kids models are constructed with spring hinges for extra durability, comfort and fit. There are eight new boy styles and 10 new styles for girls.

Selling Points: Some highlights to the new Superflex Kids collection include styles SFK-189, SFK-195 and SFK-200 which are stainless steel frames which feature two-tone coloring. Model SFK-191 combines a stainless steel front with acetate temples featuring a surprising new "twist" lamination where the acetate is rotated to showcase its back side highlighting the triple coloration and the stripe detail. For girls, some highlights are the SFK-188, SFK-190 and SFK-199 which are all stainless steel frames that also play with two-tone coloring. The SFK-188 and SFK-190 feature temples laser etched in floral and geometric design the SFK-199's temples are highlighted by 3D printed in a different vine pattern and flower patterns for a textural feel. www.westgroupe.com



