

LaunchPad: Frame Collection

WestGroupe Bows New Superflex Kids Collection

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Quick Take: The new Superflex Kids collection from [WestGroupe](#) takes color to the next level as it is the main inspiration of this collection. Accompanied by eye-catching details such as funky patterns, special textures, glitter elements and bold contrasts this styles are ideal kids frames.

Specifics: 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: Superflex Kids frames are designed for both fit and fun. They are constructed with spring hinges for extra durability, comfort and fit. While form and function always come first, great colors and funky temple detailing make this collection a fun fashion statement for kids of all ages. 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.

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