



NEWS

KLiiK // Minimalistic look for the narrow PD clientele

by *Maarten Weidema* 27 March 2020

Taking its direction from the clean, modern aesthetic of Scandinavian design, the new collection features bold colors and custom design elements for March 2020. Drawing from key fashion influences, the new models offer a minimalistic look for the narrow PD clientele.

NEW: Introducing Universal Fit to the **KLiiK denmark** collection. Style K-670 features a translucent acetate with a unique woodgrain pattern to bring out the earthy tones. The double cubed spring hinge adds a touch of metal to the acetate frame available in color combinations of black smoke, blue smoke, and hazelnut smoke.



Combination style K-672 is a classic aviator that is ultra-lightweight in TR-90 rims. This style is made to stand out for its semi-translucent rims that sandwich the thin metal frame. Linear cut-outs at the end pieces add the finishing touch. This style is available in black gold, grey, and violet.

For ladies, two new styles featuring unique color combinations and custom laminations are added to the collection.



Style K-671 is a rounded square that offers a vibrant pop of color to contrast the frame's matte finish. The front features a brilliant chromatic finish on the beveled edge along the brows and lower rims in color blocking color combinations to create a bold contrast. This style is available in black gold, brown turquoise, charcoal blush, and wine gunmetal.



Stainless steel style K-673 features metallic polished eye rims that create an outlined effect against the matte colored browline and temples. This flat metal, square shape frame is softened by the color palette of black rose gold, taupe silver, wine black and gold blush.



For men, style K-669 features a square stainless-steel front, highlighted by a TR-90 browbar in a contrasting tone. Super thin and lightweight with flat metal temples, this style is available in black demi, grey black and silver crystal.

Free press release: [KLiiK denmark](#)