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WHAT'S "BRAND" NOW?

WHAT BRANDS DO YOU BELIEVE IN?

S&PFILO SCORES IN THE EYEVOTE READER'S CHOICE
WITH KATE SPADE NEW YORK

**FYSHING FOR
COMPLIMENTS**

... And... getting them as this softened
CatEye plays with a daring but do-able
blend of face-friendly tones.

FYSH 3526 from WestGroup

NEW
PRODUCTS



WINTER BRIGHTS

TRENDS

COLORFUL AMBITIONS
Reinvigorate the winter
chill with energetic
colors in red, purple
and pink.



1

1 ALLISON EYEWEAR: Love Moschino ML025V

Target Customer: Young women with a flair for fashionable shapes and energetic colors **Materials:** Acetate and metal **Size:** 51/18 (140) **Special Feature:** Stripe pattern along inner temples **Pricing:** \$\$\$\$ (877) 255-5757/www.allison.it

2 ZYLOWARE: Gloria Vanderbilt 765

Target Customer: Contemporary women seeking comfort, style and affordability; progressive lens friendly **Materials:** Plastic and metal **Size:** 55/16 (130) **Special Features:** Metal temples with zyl tips and spring hinges **Pricing:** \$ (844) 995-6226/www.zyloware.com

3 MARCHON: Chloe Dafne CE665

Target Customer: Fashion-forward women who want glamorous, striking sunglasses with a distinctive shape **Materials:** Plastic and metal **Size:** 60/15 (140) **Special Feature:** A shapely metal rim overlaps the acetate bridge **Pricing:** \$\$\$\$ (800) 645-1300/www.marchon.com

4 GÖTTI SWITZERLAND: Wiggy

Target Customer: Modern women who like vibrant colors and high-tech performance **Material:** Polished acetate **Size:** 51/12 (135) **Special Feature:** Ultrathin temples **Pricing:** \$\$\$\$ (407) 415-0778/www.gotti.ch

5 OGI EYEWEAR: Seraphin Brooke

Target Customer: Vivacious women who want a dramatic shape with daring color and playful patterns **Material:** Plastic **Size:** 55/16 (140) **Special Feature:** Handcrafted acetate frame **Pricing:** \$\$\$\$ (888) 560-1060/www.ogieyewear.com

6 EASTERN STATES EYEWEAR: Exces Princess 125

Target Customer: Women seeking an exciting, youthful frame with a touch of panache at an affordable price **Materials:** Acetate with rhinestones **Size:** 53/16 (140) **Special Features:** Rhinestones and animal print laminates **Pricing:** \$\$ (800) 645-3710/www.eseyewear.com



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CRAZED COMBOS

TRENDS

A MIXTURE FIXTURE
Gucci adds to the popular flat
frame style with a flawless
combination of acetate and
metal to enhance the
allure of a round
shape.



7

7 SÀFILO: Gucci GG 1082/5

Target Customer: Men looking for a round, retro sunglass with a flat design **Materials:** Acetate and metal **Size:** 51/22 (145) **Special Features:** Adjustable nose pads and mineral glass lenses **Pricing:** \$\$\$\$ (800) 631-1188/www.mysafilo.com

8 WESTGROUPE: Evatik Sport E9093-810

Target Customer: Men looking for a sporty frame to pair with jeans and casual attire **Material:** Stainless steel **Sizes:** 52-56 **Pricing:** \$\$\$ (855) 455-0042/www.westgroupe.com
For western states within the U.S., contact Classique Eyewear
(866) 604-7500/www.classique-eyewear.com



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9 TURA: T142

Target Customer: Men who appreciate a pop of color and a modern frame shape **Materials:** Acetate with custom textured core wire **Size:** 53/16 (145) **Pricing:** \$\$ (800) 242-8872/www.tura.com



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10 PRODESIGN DENMARK: Zense Collection 7629

Target Customer: Men who admire a watch link design and a combination of materials **Materials:** Acetate, titanium temples, silicone nose pad and stainless steel screws **Size:** 53/16 **Special Features:** Temples constructed of MIM-titanium covered with PVD for maximum surface adhesion **Pricing:** \$\$\$\$ (800) 654-6099/www.prodesigndenmark.com



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11 ZYLOWARE: Stetson Slim 315

Target Customer: Men of all ages who want a lightweight frame that combines comfort and fashion **Material:** Zyl **Size:** 54/18 (140) **Special Feature:** Metal rivets on temples for flexibility **Pricing:** \$\$ (800) 765-3700/www.zyloware.com



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12 ASPEX EYEWEAR: Greg Norman 247

Target Customer: Men who want a classic aviator shape with flexible hinges **Materials:** Metal with plastic temples **Size:** 55/13 (135) **Special Feature:** Turboflex hinges **Pricing:** \$\$\$ (800) 277-3979/www.aspexeyewear.com



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