



Must-See Brainstorm: Build a Mobile Sunwear Store in an Ice-Cream Truck

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Latest Frame Releases: April 2015

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ALL PRICES MSRP, EXCEPT WHERE NOTED.



STAR TURN

Who's that behind these new **FLEXON** sunglasses? Eddie Redmayne sports model FS-5000, a decidedly different eyewear look than the one he wore in his Oscar-winning role as Stephen Hawking in *The Theory of Everything*. Memory metal pairs with PolarRepel lenses developed in collaboration with Zeiss. [marathon.com](#)

\$550



SULTRY SHADES

The Marilyn model from **BOBBI BROWN** is an acetate sunglass sure to bring a warm glow to the woman who wears it. One of seven optical frames and five sunglasses in the makeup legend's spring-summer 2015 portfolio. [bobbibrowneyewear.com](#)

\$159



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CLASSIC CUT

> Model T-Bone from the new **ARGYLECULTURE** sun collection is a modern riff on a 1970s-style aviator in a matte titanium and aluminum frame. In gold (shown) or black, with integrated spring hinges and adjustable nose pads for a smooth fit. mogeegroup.com

\$130



GLASS ACT

> Made in a limited edition of 600 from **RYE&LYE**, model Torcello — one of three frames in the Venice to Wear collection — has lovely Murano glass inserts on its temples. A treasure chest-like case and matching pendant make this refined frame highly gift-worthy. rye-lye.com

\$410



ENDLESS OPTIONS

> The Titan Contour collection from **SILHOUETTE** allows your customers to choose from among eight rimless models, eight colors (from bold Ruby Red to more muted hues) and eight lens shapes for near-limitless and ultra-lightweight possibilities. silhouette.com

Price on request

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LOOK SHARP

> The classic intellectual shapes continue to delight, and model Ace (Style 8657) from **BEVEL** is a great little round unisex frame in cool colorways, like burgundy with dark blue. It's a pairing that's subtle and good for those who seek a change of scene. bevelspecs.com

\$499



COLOR LINES

> Model E-9107 from **EVATIK** uses bold accent colors along the temples for an updated look. The stainless steel frame is available in navy/orange (shown), gray/yellow or black/blue. westgroupe.com (East Coast) or classique-eyewear.com (West Coast)

\$245

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