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POSTED BY: Erin Hershberg
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Growing up in the '80s — a bizarre era, mostly dictated by bad fashion and whether or not one was willing to wear sunglasses at night — I really didn't think regular, old seeing

glasses would ever be considered a coveted accessory. But, it turns out, the glasses/sunglasses=uncool/cool polemic seems to have, at the very least, taken a hiatus.

If, through the lens of popular culture, Van Halen's video for the 1984 hit "Hot for Teacher," somehow sums up the logic of fashion in that decade, then perhaps Zooney Deschanel's look for *New Girl* is a faithful representation of where current fashion has turned: Practi-cool.

As far as wardrobe essentials go, glasses quite literally carry top billing in any prescription wearer's attire. But the key to accessorizing with the fundamental is to wear a frame that says, "I chose these," rather than "these chose me."

There are plenty of frames on the market that make grand statements — take **Oliver Peoples** or **Cutler and Gross** for example — but for those who are seeking out a balance of fashion and function, **EVATIK eyewear** is a solid choice.

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The Canadian-owned company features an unprecedented array of eyewear that begins at standard metal frames and winds up in mixed material terrain, blending plastics, metals and even faux woods to make looks that range from the eclectic to the elite.

Although EVATIK certainly bears a large part of the responsibility for making the prescription frame fashionable, the design team recently added a collection of sunwear to its already impressive roster. Dually inspired by fashion and performance, **EVATIK SUNWEAR** perfectly blends modern, masculine styling with superior lens capabilities. With function at the forefront, all lenses are 6-base, allowing for 100% RXability.

Fashion truly has come full circle in the world of spectacles; suddenly, the option for prescription somehow makes a pair of sunglasses "more cool." Take that, David Lee Roth.

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