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**EYEWEAR
& SUNWEAR:**
WILEY X
WIDENS ITS NET
WITH THE
RX RIM SYSTEM

E-TECH:
ESSILOR INSTRUMENTS'
M'EYE FIT
OFFERS PRECISE FIT

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NOUVEAU'S

IS FOR THE TRENDSETTING YOUNG WOMAN

SEIKO See the world as it really is.

SEIKO Patented 100% Back Surface Free-Form Lenses



eyewear&sunwear
new product gallery



WESTGROUPE'S EVATIK KEEPS MEN IN STYLE. The 2013 Evatik Sun collection from WestGroupe is just what on-trend men are looking for. The 12 new styles place importance on texture and three-dimensional design. CR-39® and polarized lenses with anti-scratch treatment, a seven-layer backside anti-glare treatment, and 100% UVA and UVB protection round out the features. Key styles include Style No. E-1035, available in black sand tort (shown here) and gray silver, and Style No. E-1036, offered in black and gray. **For more information, contact WestGroupe at 800-905-2240 ext. 70172 or evatik.com.** ▼



SAFILO'S POLAROID PLUS IS READY FOR ITS CLOSEUP. Just in time for Polaroid Eyewear's 75th anniversary, the brand is launching Polaroid Plus, a new sunglasses collection with contemporary flair. All six styles in this collection employ UltraSight™ Plus lenses, which are made from shock-resistant polyamide material and are glue-free. Hinge blocks feature the letter P (both for "Polaroid" and for "Plus") and all information about each style is written inside its left temple. Style No. PLP0104s is shown here. **For more information, contact Safilo USA at 800-905-2240 ext. 7058 or safilo.com.** ▼



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