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eyes

PRIMS MEDIA

magazine for all optical retailers

Fashion: A Tactile Appeal

Lenses: Blue Light

Business: Buying Skills



continental
eyewear

Cameo

MODEL WEARS COME TORNADO

a TACTILE appeal

From **Louis Stone**; he wears icy 282 Flex in Slate Grey, while she wears icy 284 Flex C2 in Autumnal Brown.

Designers are broadening their remit and considering not just how eyewear looks, but how it feels as well. **eyes** finds out more.

The G700 Atelier frame from **Silhouette** combines a titanium frame with DLC black with the option of white or yellow gold inlays, for a unique texture.

Jimmy Choo, model Rosy/s, from **Safilo** features acetate sandwiching glitter for a look that is both bold and glamorous.



Texture can be also added through the overlap of different materials as with this Coco Song model Nobody Away from **Area08**, where silk is combined with natural elements inside the acetate.



Model Nia, **SALT Optics** in Sandy Sea Green; this comes with emerald enamel jewellery details on the hinges.



Genesis Vision collection, model GV5016 C2, from **Olympus Eyewear** with a screwless hinge design made from metal.



Texture is applied in a variety of ways enhancing the product and the end user, as seen here with **Lacoste** model L2171 424 from Marchon with its raised polo shirt material texture.



Police, model VPL389 (colour 096D) from **De Rigo** showcases a split frame metal grid feature cleverly embedded inside the temple.

Texture is something of a buzzword at the moment, with more and more attention paid to the sense of touch when it comes to designing products. "The touch and feel of a frame have improved a huge amount recently, due to the introduction of new materials, lightweight materials such as TR90 and Ultem, along with the use of rubberised silicone," says David Strathie, Sales & Marketing Manager, Continental Eyewear. Enrico Furlan, House Brands Creative Director at De Rigo agrees: "Texture is a fast-developing trend, because it can be used to give collections an exclusive personality and character, making them distinctive and stripping them of banality."

Designs Come Alive

Designers are certainly waking up to the possibilities of texture. Peter Beaumont Managing Director of Dunelm Optical explains: "The addition of textured finishes enables our designers to not just rely on colour and shapes to create an eye-catching frame. This ensures the frame has an individual and contemporary finish which is of paramount importance when making a fashion statement." Beverly Suliteanu, WestGroupe Vice President of Product Development is also a firm believer in using texture as an effective means of making a design come alive. "It enables the consumer to feel as well as see the special detailing. As texture is a popular trend across all accessory categories, including footwear and handbags, it makes sense that this trend is entering the optical segment as designers look at new means to make their designs resonate with today's sophisticated consumer," she says.

Colour Complements

Designers also like the opportunities to play with both colour and texture together. "Colour plays an integral part in enhancing the textures applied to today's extensive range of eyewear," says a spokesperson for Marchon. Elisio Tessaro, Area98 Art Director and Marketing Manager agrees: "Colour is being used to highlight interesting texture and this happens especially in our Coco Song collection where the clever chromatic combination is extremely important." "Colour can be used to great effect when highlighting interesting texture. The Silhouette Atelier collection features a range of matt polished textures along with different perforations and finely riveted gold elements," adds Karen Parsons, Head of Marketing at Silhouette.



Intricate refined raised detailing, part of the Seraphin collection, model Draper, **Ogi Eyewear**.



Featuring a coloured epoxy brushed onto the brow and the temples, then baked to produce a crinkly, textured cracked ice finish, this is model K-572 col. 469, from the Klik Denmark collection, WestGroupe, distributed in the UK by **Ridgway Optical Supplies**.



ElevenParis, model EPAS030 C10 gives the impression of rich texture at **Caseco**.