

JUL / 13
WWW.2020MAG.COM



FACEBOOK.COM/
2020MAG
TWITTER.COM/
2020MAG

20/20

A
New
Whole
**GenEYE
NATION**

THE EYES OF THE
WORLD ARE ON
EYEWEAR

DISPENSING TRIVEX, THE DECATHLETE OF LENS MATERIALS

2020MAG.COM / APPS



It's **ELONG** story but well worth telling in **COLORful** and deft **DETAILS**.

From top: JESSICA SIMPSON 881 from Colors in Optics; FYSH 3496 from WestGroupe; CANDIE'S Shawna from Viva International Group



ENGRAVE
danger of
becoming
this season's
hottest
eyewear.

From top: LEXINGTON
from Dita Eyewear;
CAZAL Legends 643
from Eastern States
Eyewear & Ultra
Palm Optical



EYE STYLE

TRENDS



SINGING THE BLUES

... Again and again. From the palest of baby blues to those fabulous aquas and cobalts, blue sings out as the color of choice—monochromatic and sharing the spotlight with other tones, most notably brown.

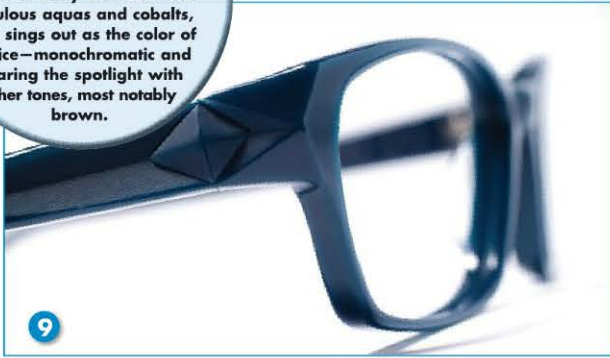
8



8 OGI EYEWEAR: Ogi 9076

Target Customer: Individuals who want to make a bold impression **Material:** Plastic **Size:** 53/15 (140) **Pricing:** \$\$\$
(888) 560-1060/www.ogieyewear.com

9



9 PRODESIGN DENMARK: Iris 5621-23

Target Customer: Women who want an understated, sophisticated look; progressive lens friendly **Material:** Plastic **Special Features:** Three-style collection in four colors each; faceted diamond pattern integrated into the hinge and continues through the temple tip; adjustable nose pads available **Pricing:** \$\$\$
(800) 654-6099/www.prodesigndenmark.com

10



10 SÀFILO USA: Carrera 6609

Target Customer: Men and women who appreciate Carrera's iconic brand spirit reinvigorated with contemporary flair, resulting in truly timeless style **Material:** Plastic **Sizes:** 51/18, 53/18 **Special Feature:** Integrated spring hinges **Pricing:** \$\$\$
(800) 631-1188/www.mysafilo.com

11



11 VIVA INTERNATIONAL GROUP: Guess 2372

Target Customer: The Guess girl, who likes a clean, sharp look with pops of color **Material:** Plastic **Size:** 52/16 (135) **Pricing:** \$\$\$
(800) 345-VIVA/www.vivagroup.com

12



12 WESTGROUPE: Fysh UK 3488

Target Customer: Women who want architecturally-inspired eyewear with intriguing details **Material:** Stainless steel **Size:** 52/16 (145) **Pricing:** \$\$\$
(800) 361-6220/www.fyshuk.com

13 ALTAIR EYEWEAR: bebe 5052

Target Customer: Women who want to make a fashion statement with their eyewear and appreciate frills **Material:** Plastic **Size:** 52 **Special Features:** Spring hinges; stone and metal temple detailing **Pricing:** \$\$\$
(800) 505-5557/www.altaireyewear.com

13

