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**EYEWEAR
& SUNWEAR:**
SUPERDRY FOR
DISCERNING YOUNG
ADULTS

LENSES:
VISION-EASE
INTRODUCES NOVEL
AND NOVELLA

LUXOTTICA'S
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Vintage Vibes

By Jackie O'Keefe, LDO The ever-popular vintage eyewear has two trends—sticking to the initial styling and making it more modern.

Vintage eye- and sunwear are big right now. These styles are easy to spot with the look of yesteryear, yet lately, this trend has split into two distinct directions. Some try to stay as close to the original look as possible while others have updated the vintage look in some way.

UNDOUBTABLY VINTAGE

The combination style of vintage eyewear is one of the most recognizable. Dark and bold top rims with matching temples and a thin eyewire beneath are the signatures of yesteryear. Malcolm X, a man well known as an advocate for the civil rights of African-Americans, wore this familiar style.

A great example of this frame for today's world is Style No. MG118 within the Mario Galbatti Collection by Best Image Optical, Inc. This newly released model not only represents yesteryear's styling, it

offers the perfect balance between luxury and casual.

Another recognizable style is the popular plastic square/rectangle in traditional tortoiseshell color that dates back to the '30s and '40s and worn by the young and not so young. Style No. DG17 in the Danny Gokey Eyewear Collection by Match Eyewear is a large, geometric-shaped frame. The library-type temples complete the vintage look and feel.

SHAPE TRANSFORMATION

By modifying a vintage shape ever so slightly, the result morphs into its own look. I love this trend because it adds a new vintage look that can be sexy and fluid, angular and bold. Anne Klein Style No. AK7006 by Altair Eyewear is a vintage-inspired sunglass that took the original cat-eye shape and gave it fullness and delicate curvatures

which mirror a female silhouette.

MANUFACTURING TECHNIQUES

One of today's popular manufacturing techniques is three-dimensional etching. This subtle yet interesting engraving technique helps to carve out a unique look for today's high-fashion styles, and of course, for updating vintage eyewear. Style No. R-750 in i-dealoptics' Reflections Women's Collection depicts this trend perfectly. This modified cat-eyed frame adds etched details on the frame front for a fashion-forward look. The implanted rhinestone embellishments offer another vintage dimension.

TRANSLUCENT WITH A TWIST

The latest trend in vintage eyewear is translucent frames with opaque color carefully added. Whether the colors are bold, playful, or conservative, it is how the colors are added that makes the look unique. Unisex Style No. MMJ561 in the Marc by Marc Jacobs collection by Safilo USA is so cool with its rectangular front and chunkier bridge. The inside of the clear temples features a fluorescent opaque color and comes in crazy color additions like orange, green, blue, pink, purple, and red.

PATTERNS

I have recently noticed colorful patterns emerging in plastic vintage eyewear that enhances the look for

i-dealoptics' Style No. R750 in its Reflections Women's collection updates vintage eyewear with three-dimensional etching.

today's wearer.

Inspired by the beauty and freedom of the sea, the FYSH Style No. F-3496 in the FYSH UK collection by WestGroupe adds patterns that motivate the wearer. This feminine model comes in a neutral color and places the design on the upper corner of the frame front and continues through the temples. This combination of translucence and pattern symbolizes the choice to take your passion from within and apply it to everything you do.

In the 21st century, what's old is new again...and sometimes with an added twist. **vcpn**

Jackie O'Keefe is a licensed optician and a writer, lecturer, and course preparer in the Virginia Beach, VA, area.

WHERE TO FIND IT

Altair Eyewear
800-505-5557 • altaireyewear.com

Best Image Optical
800-688-7661 • bestimageoptical.com

i-dealoptics
800-758-6249 • i-dealoptics.com

Match Eyewear
877-88-MATCH • matcheyewear.com

Safilo USA
800-631-1188 • safilousa.com

WestGroupe
800-361-6220 • fysh-uk.com



Adding opaque color to translucent frames like Marc by Marc Jacobs Style No. MMJ561 from Safilo makes them unique.



The library-type temples complete the vintage look and feel on Match's Danny Gokey Style No. DG-17.

FYSH Style No. F-3496 in the FYSH UK collection by WestGroupe adds patterns that motivate the wearer.



◀ **THREE'S COMPANY FOR SPY.** The Crosstown Collection's newest frames include the Warwick (shown here on left), Brookhurst, and Alcatraz (shown here on right). With a rectangular eyeshape and a bridge dip with a metal top bar, the Warwick will woo the fashion-forward set. Brookhurst is an oversized frame with a keyhole nosebridge, and Alcatraz boasts thinner temples and a round frame. Alcatraz (along with the collection's Haight and Beachwood styles) can also accommodate the Happy Lens™. For more information, contact Spy Optic at 800-779-3937 or spyoptic.com.

WESTGROUPE IS IN CHECK. On-trend and up with the time, the checked look defines FYSH UK's Style No. F-3488. This stainless steel design is available in two-tone colors blue/aqua (shown here), wine/rose, black/white, and red/salmon. For more information, contact WestGroupe at 800-361-6220 or fyshuk.com. ▶



◀ **OAKLEY'S TWOFACE IS LIGHT AND LEAN.** The first Oakley frame to be created with a hybrid of materials, TwoFace™ employs O Matter® and aluminum for this '60s-inspired 6-base frame for men. Shown here in polished black with dark bronze, this style for medium faces is inspired by surf and skate culture, and its Three-Point Fit keeps the lenses in place. For more information, contact Oakley, Inc. at 800-733-6255 or oakley.com.



WILEY X WORKS FOR A LIVING. The WX Gravity, one of Wiley X's rxable, Climate Control™ series glasses, now includes a T-Peg Elastic Strap retention system. The adjustable strap can withstand the often hot, strenuous environments associated with construction sites, tree trimming jobs, and roadwork. For more information, contact Wiley X Eyewear at 800-776-7842 or wileyx.com. ▶

