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**nouvelle collection de lunettes enfants SUPERFLEX KIDS**

**SUPERFLEX KIDS - 2018 COLLECTION**

**"Express Your Colorful Self"**

An explosion of energy and cheerfulness lies at the heart of the new Superflex Kids collection. Color is the main inspiration accompanied by eye-catching details such as funky patterns, special textures, glitter elements and bold contrasts, which make for a fun fashion statement for kids of all ages. Designed with real kids in mind, all Superflex Kids models are constructed with spring hinges for extra durability, comfort and fit.

**For the boys, the 8 new styles (3 stainless steel, 4 combo and 1 acetate) all have a sporty, casual look and emulate dad's fashion choices with vibrant, trendy colors.**

Styles **SFK-189**, **SFK-195** and **SFK-200** are spirited stainless steel frames featuring two-tone coloring. Creating an eye-catching contrast, the secondary coloration is applied to the raised laser cut patterns of the temples: racing stripes for **SFK-189**, herringbone for **SFK-195** and linear matrix stripes for **SFK-200**. In style **SFK-189** a thin line is engraved along the browline and finished in the same contrasting color of the temple pattern.

Model **SFK-191** combines a stainless steel front with acetate temples featuring a surprising new "twist" lamination where the acetate is rotated to showcase its back side highlighting the triple coloration and the stripe detail.

Beveling along the front and the end pieces gives a layered look to the triple laminated acetate of style **SFK-193**, which is enriched by double metal pin dots at the end pieces and temples for a retro feel.

For the young professionals, styles **SFK-187** and **SFK-197** give a modern twist to classic shapes. With a rounded square shape and a dropped bridge, **SFK-187** combines matte and translucent shaded acetates while square style **SFK-197** features two-tone coloring and molded temples.

With a retro inspired modified square shape, model **SFK-201** comes in a triple laminated acetate. It features metal inlay arrows at the end pieces and the temples that are molded after traditional 50's style to complete the vintage feel.





**For the girls, the Superflex Kids 2018 collection features 10 new on-trend styles (3 stainless steel, 1 combo and 6 acetate) that focus on feminine colors, patterns and details to please the younger fashionista.**

**SFK-188, SFK-190** and **SFK-199** are stainless steel frames that play with two-tone coloring and exclusive patterns: while **SFK-188** and **SFK-190** feature temples laser etched in floral and geometric design, temples of **SFK-199** are highlighted by 3D printed in different vine and flower patterns for a textured feel.

Combination model **SFK-203** showcases a square shape with an uplifting metal front in striking color tones. Acetate temples are brought to life in a multi-color polka dot pattern that is sure to catch attention.

The vintage round shape of **SFK-186** reflects one of 2018's biggest eyewear trends. It is modernized by a translucent acetate front and multi colored tortoise temples showcasing an eye-catching sophisticated palette.

Also featuring the popular round shape is model **SFK-202**. With a super cool gradient acetate and glitter on the top to match the translucent acetate on the bottom, this frame has been conceived to make any girl sparkle.

Style **SFK-192** is a combination of super cool details: a glitter acetate is matched with bright colors and original patterns, from cross match plaid to zebra stripes to sketched floral design, creating the perfect accessory for the girl that wants to rock the playground.

Style **SFK-194** is front and center with a fun quadruple laminated acetate featuring a laser cut down pattern on the temples to reveal the contrasting colors in a floral decoration.

The modified square eyeshape of model **SFK-198** has a gentle upsweep which creates a flattering, feminine profile. The temples feature a fun two-tone polka dot pattern that matches perfectly with the smokey acetate of the front.

Rounding out the collection with its unmatched glamorous style is model **SFK-196**, a distinctly feminine acetate frame that combines a candy color front with confetti glitter temples: every girls' dream frame!







For more information about Superflex Kids, please visit [westgroupe.com/superflex-kids/](http://westgroupe.com/superflex-kids/)