

STYLE: Frame Collections

## Kidz Biz 2018

Eyewear for All Seasons

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It's August and although summer is still hanging on, there's no denying that back-to-school vibe is in the air. No matter the season, kids eyewear always stands ready to help the younger, and youngest generations, express their self-confidence, playful attitudes and trendsetting personalities all at once. For those looking for the latest eyewear styles to suit kids of all ages, *Vision Monday* offers the hottest trends in Kidz Biz eyewear.

This year's styles run the gamut from durable and comfortable to fun color palettes and dynamic shapes. The emphasis is always on practical yet fashionable as today's kids find their perfect statement-making eyewear. Kids are never too young to embrace and immerse themselves in a favorite brand or style.

So as kids enjoy these last dog days of summer and fall looms in the distance, trusty eyewear choices will always abound.



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## TAKING COLOR TO THE NEXT LEVEL

### WESTGROUPE SUPERFLEX KIDS

WestGroupe's new Superflex Kids collection takes color to the next level. Color is the main inspiration accompanied by eye-catching details such as funky patterns, special textures, glitter elements and bold contrasts. All Superflex Kids models are constructed with spring hinges for extra durability, comfort and fit. There are eight new boy styles and 10 new styles for girls.

Superflex Kids frames are designed for both fit and fun. They are constructed with spring hinges for extra durability, comfort and fit. While form and function always come first, great colors and funky temple detailing make this collection a fun fashion statement for kids of all ages. The SFK-188 and SFK-190 feature temples laser etched in floral and geometric design while the SFK-199's temples are highlighted by 3D printing in a different vine pattern and flower patterns for a textural feel.