

JUN / 12

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CE
page 103

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20/20

GenEYE

EYEWEAR FOR THOSE WHO DARE TO LEAD

IT'S A CINZIA YOU BELONG THERE

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ZYL STYLE



1 ZYLOWARE: RANDY JACKSON 3011

Target Customer: Men seeking to make a bold, modern statement; progressive lens friendly **Material:** Plastic **Size:** 56/16 (145) **Special Feature:** Spring hinges **Pricing:** \$\$ **(800) 765-3700/www.zyloware.com**



2 LBI: GEEK RAD-09 WITH SUN LENSES

Target Customer: Individuals who want the functionality of polarized lenses and the fashion appeal of geek chic **Materials:** (Frame) plastic; (lenses) polycarbonate **Special Feature:** Spherical, polarized lenses **Pricing:** \$\$ **(800) 423-5175/www.lbi.biz**



3 CHARMANT GROUP: ELLE 13328

Target Customer: Women who want classic styling in smart colors **Material:** Plastic **Size:** 51/17 (135) **Pricing:** \$\$ **(800) 645-2121/www.charmant.com/us**



4 CLASSIQUE EYEWEAR: LISA LOEB CAKE AND PIE

Target Customer: Women who like refined retro styling with an edge **Material:** Plastic **Size:** 52/16 (140) **Special Features:** Spring hinges; temple tips designed as guitar picks; hard case and microfiber cleaning cloth **Pricing:** \$\$\$ **(866) 604-5700/www.classique-eyewear.com**



5 THE MCGEE GROUP: XOXO WILD THING 2325

Target Customer: Young, fun-loving women who want to be noticed **Materials:** Plastic with metal temple decor **Size:** 56/16 (135) **Pricing:** \$\$ **(800) 966-2020/www.mcgeegroup.com**



6 WESTGROUPE: KLIK-DENMARK 468

Target Customer: Women with smaller faces who like a gently upswept design **Material:** Plastic with a wood-like finish **Size:** 49/18 (135) **Pricing:** \$\$\$ **(800) 361-6220/www.kliik.com**

7 EASTERN STATES EYEWEAR: RANDEES KANDEES 1

Target Customer: Women seeking fun, colorful sunglasses **Materials:** Plastic with metal trim **Size:** 61/17 (135) **Pricing:** \$\$ **(800) 645-3710/www.eseyewear.com**

8 BEST IMAGE OPTICAL: DOLABANY GIANNA

Target Customer: Women seeking a softened cat-eye effect with feminine accents **Materials:** Plastic with metal temples **Size:** 51/19 (138) **Special Feature:** Floral temple motif **Pricing:** \$\$ **(800) 688-7661/www.bestimageoptical.com**

9 VIVID EYEWEAR: VIVID 795

Target Customer: Stylish, youthful women who want distinctive, colorful eyewear **Material:** Plastic **Size:** 52/17 (140) **Special Features:** Spring hinges; case and microfiber cleaning cloth **Pricing:** \$ **(800) 631-0188/www.vivid-eyewear.com**

10 KENMARK GROUP: LILLY PULTZER NAYDIA

Target Customer: Women who appreciate the fun, resort-like appeal of the brand **Material:** Plastic **Sizes:** 51/15 (135), 53/15 (135) **Special Feature:** Bamboo decor **Pricing:** \$\$\$ **(800) 627-2898/www.kenmarkoptical.com**



TRENDS

EYE CANDY

Funky and fun, a perfect combo of vividly colored acetate enhanced with three-dimensional metal trim.



TRENDS

ON THE PROWL

A signature Lisa Loeb look, the cat-eye is on the prowl. And what better color for a cat? Black silhouetted in white.