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### WestGroupe Adds Superflex Kids Styles for BTS



**Quick Take:** Superflex Kids by WestGroupe has introduced the 2015 Back to School collection of colorful, unique and comfortable frames for kids to wear all day, every day, the company said.

**Specifics:** Eight new styles for boys, girls and tweens.

**Selling Points:** According to the company, the Back to School collection focuses on upbeat, trendy colors with creative details and lively designs. For girls, the SFK-137 full rim acetate frame features a press pattern on a matte acetate front with translucent temples in contrasting colors. In a full rim stainless steel frame, style SFK-

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140 has a raised chain link pattern on gradient colored temples; while the temples of SFK-141 flaunt a textured two-tone native-inspired zigzag pattern. For boys, styles are durable and flexible with a sporty, casual look. Featuring a full rim combination frame with stainless steel fronts, style SFK-134 has silicon temples with a rubber touch finish in fun color combinations; whereas the acetate temples of SFK-139 feature a faux wood finish with metal accents in distinctive masculine colors. For tweens, the two-tone models, SFK-138 and SFK-147, are both full rim, stainless steel frames with unique temple designs offered in sporty color combinations. Rounding out the collection is the unisex SFK-142, a wayfarer-inspired full rim triple laminated acetate frame available in trendy color combinations. All Superflex Kids' styles incorporate spring hinges for added flexibility and durability.

**Price Guide:** \$\$

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