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“IMPORTANT COLOURS FOR 2016 INCLUDE METALLIC GUNS, INDIGO BLUES, SOFT AMBERS, WARM CRYSTALS AND, OF COURSE, CLASSIC TORTOISE SHELL.”

“In addition to materials, men are also seeking out more technical



HACKETT LONDON

hinge designs as well as new and interesting design features that make the styling more technically interesting,” she says.

WestGroupe's Evatik brand is introducing two new models for winter 2016, including the E-9122, which meets that desire for high-performance, tech-inspired frames.

Made from 100% titanium, the frame has an acid-etched mesh design outlined in a contrasting colour. It is very lightweight, yet durable and is “the perfect blend of technology and fashion.”

The K-533 frame by WestGroupe's Kliik:denmark, which is also being released this winter, is another incredibly durable frame that boasts a slim and light silhouette.

“These contemporary frames have an over-sized eye shape, keeping with the must-have winter eyewear trends.”

Linda Mulford-Hum of Centennial

Eyewear also says technology is creeping into every premium menswear line, including in the eyewear industry.

“In eyewear, technology is focusing on making frames thinner, lighter, more comfortable and more durable for the wearer without compromising on the look. Blends of sport and technology and technology and fashion are the key elements we are working with,” she says.



EVATIK

Men appreciate superior craftsmanship, attention-to-detail and the feel of luxury, she says.

“Design detailing that adds luxe include plastic texturing, wood finishing, sporty elements like rubber, plastics with metal inlays,” she says.

“Important colours for 2016 include metallic guns, indigo blues, soft ambers, warm crystals and, of course, classic tortoise shell. These core colours combined with a dash of ruby red, vibrant blue and burnt sienna adds that playful edge.”

Centennial is launching in January Champion Optics, which it says will

include frames that are the perfect blend of sport and technology.

The men's collection, whose namesake has been an innovator in the sport category since 1919, will feature a broad range of sizes and materials, including their patented C-Tech metal alloy.

Centennial is also a distributor of Hackett England frames, which has several new models coming out in

January in its compression molded plastic series. New styles will also be added in January to Centennial's Spine Optics line.

Meanwhile, Marcolin USA has also added new styles to one of its iconic brands – Harley Davidson Eyewear – that feature high-quality materials and interesting temple details.

The masculine design of the new HD0731 includes a semi-rimless front crafted in metal and is available in satin black,

shiny gunmetal or shiny navy.

The streamlined silhouette merges with hand made acetate temples that have a slight flair and are completed in a matte finish offered in a rich colour palette of black, tortoise or navy.

The new HD0732 features textured metal temple detailing, which is inspired by the hardware found on Harley-Davidson motorcycles.

The frame's metal front is available in deep tones of satin black, medium gunmetal or medium brown, which is complimented by temples offered in shiny finishes of black-grey horn, black or dark brown horn, respectively.