

INSPIRATION | **Designer Insights**



**BEVERLY
SULITEANU**
WESTGROUPE

Beverly Suliteanu grew up in the eyecare business and in 1994, she joined her brother Michael Suliteanu at WestGroupe, the family business founded by their father, Rodney Suliteanu. She's now vice president of product development

and oversees development of the KLiik:denmark, FYSH, Evatik and Superflex brands, which are distributed by WestGroupe in the eastern United States and Classique Eyewear in the West. "Although I was exposed to all aspects of our business from an early age, I was always interested in the fashion and design component of eyewear," she says.

Working in sales gave her the background to combine fashionable eyewear with what she calls "the practical elements that are necessary for making eyewear functional for the optician and the consumer. I always loved fashion, particularly accessories, so over time I just gravitated toward the product development side of the business."

Suliteanu's keen eye for current and upcoming trends helps shorten the distance between what's hot on the runway and what's available for your frame boards. Here, she talks about some of her latest inspirations. See more about how WestGroupe helps ECPs sell "fashion for your face" at blog.westgroupe.com.

→ I love Greta Constantine, which is a Canadian label out of Toronto. Their designs are really feminine yet strong and I love their use of color, particularly for spring and summer.

→ Travel is a big influence on my designs. I went to South Africa last year with my husband and it truly was a life-altering experience. The culture, the people that we met, all these experiences inspired some of the designs, colors

→ **I also like Isabel Marant and Balenciaga. Both design beautiful clothes and accessories that are strong, independent and sexy.**

and patterns that are featured in this year's FYSH and the FYSH sun collection.

→ The FYSH sun collection launches in March, and although the ladies' sunglasses market is extremely competitive, I feel we have created a collection that is unique, fun, sexy and (most importantly) easy to wear. The color palette has stayed true to the brand with gorgeous rainbow hues for those looking for color, while interesting design

details make these sunglasses uniquely FYSH.

→ I admire any designer that has managed to create eyewear that is interesting and unique while still commercially viable. I think that is sometimes the most difficult thing to accomplish. Eyewear is such a small canvas to work with, and in the end we create within the confines of a front and two temples. I commend all in the industry who are constantly striving to make eyewear an interesting, fun, stylish and unique accessory while still helping consumers have better vision.

▶ An iridescent beauty, KLiik model K-548-519 uses an innovative paper transfer process in this inspired design.



▶ An Armani Privé gown was an inspiration for FYSH UK model 3543-472, a colorful frame that Suliteanu describes as an evolution to the classic tortoise look.



▶ The laser-perforated look is hot, and Evatik has it in model E-9122-915, a smart semi-rimless frame.



▶ WestGroupe launches its first FYSH UK sunglasses collection in March, featuring motifs that mirror delicate chain necklaces. Here's model F-2004-208.