

2016 December

eyes

a RIMS MEDIA

magazine for all optical retailers



Fashion:
Cultivating Style

**Lenses &
Equipment:**
2017 Predictions

Show preview:
100% Optical

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SEASON'S GREETINGS FROM CONTINENTAL EYEWEAR



Grafton Optical. The innovative D-Eye Portable Imaging System, is, claims Grafton Optical, the only portable ophthalmoscope capable of recording high definition images and video of the retina. It attaches to an Apple smart-phone creating an ophthalmic camera that captures and records high-definition video and still images of the interior of the eye for evaluating and assessing in any location.



Inface's fashionable metal frame IF84388 is a trendy, light and delicate Pantos with an intellectual urban feeling. This In Love collection comprises fashion forward frames for the fashion-loving woman. Contemporary colours are teamed with elegant combinations and a subtle addition of gold detailing.



Westgroupe/Ridgeway Optical Supplies. In last month's issue of eyes we incorrectly transposed two captions of Westgroupe frames in our fashion and shapes articles.

Below are the correct captions:
Architectural elegance and a bright pop of colour; this is model F-3543 (left) from the FYSH UK collection.



Evatik, model E-9135 (right) is inspired by the athleisure trend with a block titanium front and beta titanium temples, it is almost weightless and comfortable due to the flexibility of the beta titanium temples. Featuring screwless hinges, the style is highlighted by a laser cut outline that circles the front and carries through the temples in high-octane accent colors like red, yellow, green and blue.



War of the ROSES

If you want to search out a reason for the rise in the popularity of rose gold, look no further than Apple. The release of a rose gold iPhone caused a rush of appreciation in the fashion industry over the last year, and there are no signs of any let up yet. The colour has proved to have such broad appeal it is even turning up in the accessories and the interiors market, proving beyond a doubt just how much we all love this tinted metallic.

Perhaps this is not surprising as rose gold is uniquely flattering to the face, especially older complexions, where the colour brings a much-needed touch of warmth that silver just doesn't deliver. Rose gold also makes classic shades of gold look almost brassy and too ostentatious. There are also associations here with stealth luxury that play well with today's slightly more conservative consumer. For the ultimate in luxury, there are even frames made from gold itself; for example the Silhouette frame pictured is made from solid 18 carat rose gold.

The colour dovetails nicely too with the popularity of pinks this season, so that we see pretty combinations of pink acetate combined with a highlight at the temples of complementary rose gold. It also works well with darker tortoiseshell acetates and even shiny blacks, where a touch at the temples highlights the gold really effectively. And, a nice touch, sunglasses are getting in on the act too with rose gold coloured lenses. This is a story that looks set to travel into the New Year and beyond. ♦



Cocoa Mint,
model CM9030 C1,
Eyespace



Mykita & Bernhard Wilhelm, model Beverly, Mykita



Model ST S576 C1,
International Eyewear



Cameo, model Amelia,
Continental Eyewear



Julian Beaumont,
model 859 C2, Dunelm



Diane von Furstenberg, model
DVF8045_780, Marchon



Ted Baker, model VAL TB9132, Mondottica



Superflex Collection, model SF-1047T-2, WestGroupe, distributed
in the UK by Ridgway Optical Supplies



Model Sodapop III, SmokeXMirrors



Dana Buchman,
model Beezus RS,
The Norville Group



LineArt, model XL2083-RG,
Charmant



Henry Jullien,
model Tangara 02, Casaco



Model G009 Rose Gold
Atelier, Silhouette



Superdry, model
SDS-ENS0-204,
Inspects