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## SHOWCASE



EVATIK

### Stylish value for men

Available in the UK through Ridgway Optical, the Evatik brand from Canadian eyewear producer Westgroup has released three new frames for men.

Designed for a larger face shape is the E-9139, which features a dropped nose bridge and wide flare and is available in classic hues of matte black, blue and tortoise. Model E-9140 draws inspiration from the '90s by featuring an intricate laser etched pattern on the bridge and temples combined with a thin titanium profile to create a softer look. The model is available in black, antique brown and antique grey.

[Ridgwayoptical.co.uk](http://Ridgwayoptical.co.uk)

RUDY PROJECT

### Rudy Project has the prescription for sports

Sports eyewear manufacturer Rudy Project has significantly extended its product portfolio with three new releases.

The Tralyx frame is now available with an Rx insert, specifically designed for patients who need only minor vision correction and a cost-effective lens solution. The customisable supra insert sits just behind the Tralyx shield lens and can be easily removed for cleaning and storage for when not in use. The unit is compatible with almost every Rudy Project sunglass, allowing the patient to keep investments in corrective lenses to a minimum.

Also within the Tralyx collection is the new ImpactX programme, an in-set platform allowing for the integration of ophthalmic lenses within the Tralyx shield lens. Ophthalmic lenses are made of the same proprietary material as plano ImpactX models. They are created individually, using the wearer's prescription and fitting parameters before digital processing to offer a fuller field of view and prevent distortion. The company said the lenses guaranteed 180° field of vision and protection, while offering visual performance comparable to regular prescription lenses.

Corrections up to +/-3.00 are possible and the tilt of the ophthalmic lens insert can be tailored to minimise distortion and increase clarity.

ImpactX is compatible with Rudy Project technical performance models. The company's sports-inspired ophthalmic product range has also been increased with the Intuition model. This traditional looking frame is made from Grilamid, which boasts high impact resistance and low weight. Streamlined and aerodynamic temples retain full adjustability and two sizes of rubber nose pads are available to ensure comfort during long periods of use.

[Rudyproject.com](http://Rudyproject.com)

MARCHON

### Longchamp agrees eyewear deal

Marchon has signed a licensing agreement with fashion house Longchamp for the production and distribution of ophthalmic frames and sunglasses styles.

The new collections will receive creative direction from Sophie Delafontaine, Longchamp's artistic director, ahead of the launch of new women's lines in autumn/winter 2017. They will retail in Longchamp boutiques, premium optical retail locations, multi-brand fashion channels and travel retail locations.

'Developing eyewear that reflects Longchamp's must-have, authentic products will service a need to the loyal fans of Longchamp worldwide,' said Nicola Zotta, president and CEO of Marchon.

[Marchon.com](http://Marchon.com)

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