

## EVATIK Fall 2017 Collection

October 2017

Masculine styling, sophisticated patterns, textural details, and subtle pops of color provide a clean yet modern look to the new EVATIK Fall 2017 releases. Inspired by the latest eyewear trends, the new collection offers round and angular shapes with refined, contemporary design elements that cleverly combine uncompromised engineering with an understated sense of luxury to appeal to today's modern man.



Constructed from Mazzucchelli gradient acetate, EVATIK E-9152 features a retro eye shape inspired by 1970s styling.

The solid color along the brow blends harmoniously with a smoky pattern, creating textural depth; while the decorative rivets on the end piece adds detail to the clean design. The custom engraved OBE UNO flex hinge provides for a discreet logo. E-9152 is

available in dashing hues of Brown, Blue and Black.

**EVATIK E-9153** is clean and minimalistic thanks to a thin stainless steel profile and beveled edged brow, providing a timeless and light result. The intricate, textural temple finish is created by acid etching, which gives a luxurious feel to the frame. Carefully selected pops of color on the inside front and temples offer a contemporary and sporty aesthetic. E-9153 is available in sporty color combinations of Brown Orange, Navy Blue and Black Red.



For those men looking to make a statement, **EVATIK E-9154** fits the bill. Inspired by the fashion trend of contrasting patterns, a diamond etched pattern across the brow and temples seamlessly flow into a linear pattern for an updated and eye-catching, textured look. Both patterns are clean and precise thanks to state of the art laser cutting. Modern and masculine, E-9154 features a rectangular eye shape, 5-barrel hinges for a secure and lasting fit, and is offered in classic hues of Black Graphite, Brown Black and

Navy Graphite.

**EVATIK E-9155** plays with acetate contrasts. The solid color along the brow and temple is coupled with a translucent bottom eye rim providing a bold and modern twist to the crystal trend seen all over the runways this season. The square shape and the dropped bridge create a downtown geek-chic look that will suit a variety of face shapes. The custom engraved OBE UNO flex hinge provides for a discreet logo. Available colors include Tort Crystal, Navy Crystal and Black Crystal.





Taupe.

**EVATIK E-9156** capitalizes on the continued popularity of round frames as well as the new-found demand for metals. Combining Japanese mono-block titanium front with beta titanium temples, E-9156 is strong, corrosion-resistant, hypoallergenic and extremely lightweight. A laser cut split temple adds a subtle touch to an otherwise clean design while a custom titanium end cap on the temple tips is engraved with an "E", providing a discreet logo. This modern take on a retro look is available in Black, Grey and Brown

Designed around a custom hinge, **EVATIK E-9166 and E-9167(right)** exude sleek sophistication. Fronts are constructed from a single block of stainless steel, eliminating the need for soldering and providing a stronger, more aesthetically pleasing design. A thin, pinstripe design is laser etched into the temples and the raised temple décor helps to highlight the custom hinge. Two-tone coloring ensures a high fashion look. E-9166 offers a modern twist on the timeless oversized aviator, an iconic design reminiscent of the 70's that is making a big impact for the Fall/Winter season. The square, contoured shape has a step-down along the double brow bar, which is achieved through a precise laser etching technique, creating an interesting design element. Available colors include Black Red, Navy Black and Brown Black. E-9167 has a slightly more sporty appeal due to its rectangular eye shape, which provides an effortlessly masculine look. Navy Gun, Black Red and Grey Blue are the color options for this frame.

