

DECEMBER 2017

NEW FRAME PRODUCTS

EVATIK

WestGroupe

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WestGroupe introduces its new Evatik fall 2017 collection. Showcasing sophisticated patterns, textural detailing and pops of color alongside its masculine and clean styling, the new Evatik line is designed for today's modern man. Utilizing materials such as Mazzucchelli gradient acetate, stainless steel and mono-block titanium, the line features seven new frames with round and angular shapes that offer something to fit a variety of men's face shapes. Ideal for men looking to make a statement, style 9154 combines a diamond etched pattern with a linear pattern, features a rectangular eye shape and five-barrel hinges for a comfortable fit, and is available in black graphite, brown black and navy graphite. For men looking for something more minimalistic, style 9153 has a stainless steel profile that provides a simplistic and clean look. The intricate detailing of the textural temple finish and carefully selected pops of color give this style a luxurious yet sporty aesthetic.

—Alexandra Hough