



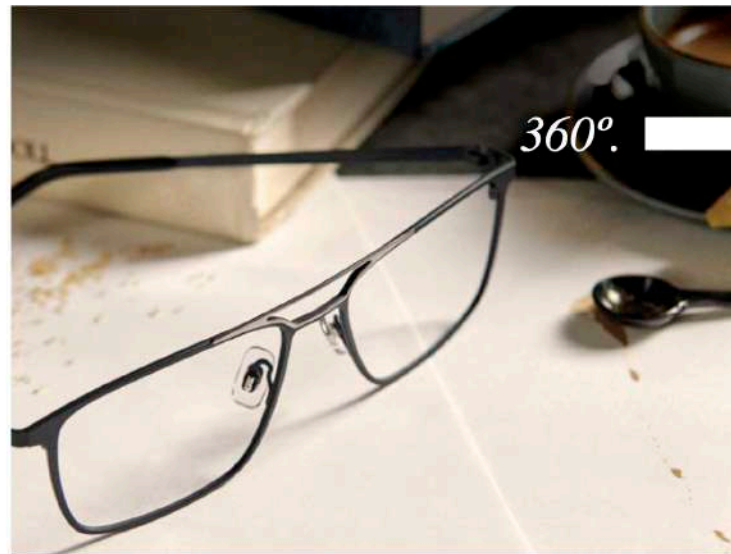
A decade since being established in 2009, EVATIK from WestGroupe celebrates the independent thinker, the man who enjoys contemporary styling, who is fashionable and appreciates refined luxuries.

Striking a balance between comfort and luxury, its minimalist and architectural designs combine materials such as handmade acetate, high grade stainless steel and Japanese titanium. The collection is further defined by deep, rich, masculine colors and custom design elements.

“Throughout the design phase, the focus is always on ensuring ultimate fit and comfort while at the same time incorporating design details that will resonate with the discerning EVATIK customer,” Beverly Suliteanu, vice president of product development, told *VCPN*. “High quality materials such as Japanese titanium, surgical stainless steel, carbon fiber and ultra thin handmade acetate are essential in creating lightweight, luxurious designs. Detailing is always subtle in order to ensure a modern, sophisticated design that will appeal to consumers across varied geographical markets.”

In honor of “A Decade of EVATIK,” the logo has been updated to align with the architectural aesthetics of the product and the subtle aspects of the brand. Now, “est. 2009” will appear with the EVATIK logo, and a new eyeglass emblem will be used both individually as well as in conjunction with the EVATIK logo.

Suliteanu explained: “The brand’s DNA has not changed, however, this year marks A Decade of EVATIK, and to celebrate we rebranded with a new logo, introduced an eyeglass emblem and updated the imagery to reflect today’s modern man.” ■



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– Beverly Suliteanu,
VP, Product Development, WestGroupe



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