

LaunchPad: Frame Collection

WestGroupe's Evatik Debuts Fall 2019 Collection

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Wednesday, September 25, 2019 12:09 AM



Quick Take: WestGroupe's Evatik is debuting its Fall 2019 collection, which features architectural design elements and subtle pops of color.

Specifics: Evatik's Fall 2019 collection includes styles E-9194, E-9195, E-9196, and E-9197. E-9194 is a semi-rimless rectangular style with a cut down on the bridge and a chain-link design on the temples in a contrasting color. It features a matte finish and is available in black, brown black, and slate silver. E-9195 is a combination frame made of stainless steel and T-90 in a classic round shape. It features a stainless steel metal outline at the top rim and the bridge and two-tone coloring available in black light grey, grey crystal, and gun olive. E-9196 is a rectangular combination frame with a stainless steel front and patterned acetate temples. It features a hinge with a metal inlay and is available in black green, brown Havana, and grey blue. E-9197 is a stainless steel rectangular frame with a wood inlay on the temples, the cut down, and along the browline. It is available in black wood, grey wood, and khaki wood, and is large fit.

Selling Point: Evatik's Fall 2019 collection calls on architectural design elements, subtle pops of color, and quality materials to create a polished look. www.westgroupe.com

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