



HOT FALL

styles for men

By David Goldberg

When it comes to men's taste in colour for their frames, it will be a mix of something old and something new this fall.

"For men, blue continues to trend as do varying tones of grey. Brown tones will also see a resurgence as natural earth tones were a focus in this season's fashion trends," says Beverly Suliteanu, WestGroup's vice-president of product development and creative director.

From WestGroup's KLIK collection, the K 676 is a bold yet refined translucent frame that comes in crystal, navy grey and sand crystal.

Suliteanu believes the shape game hasn't changed much from last year.

"For men, shapes have remained consistent with rectangular, square and round being the most popular," she says.

The Evatik E-9211 is a stainless steel rectangular frame. It's a light and classic look available in black cobalt, navy silver and forest black.

PAINT IT (MATTE) BLACK

"Matte colours, especially matte black for men, are going to dominate through the fall," predicts Eric Blanchette, EVP, Saffilo North America.



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