

OPTICAL PRISM

THE MAGAZINE FOR EYECARE PROFESSIONALS

OPTICAL PRISM | PREVIEW

WESTGROUPE

EVATIK eyewear by WestGroupe speaks to men who look for fit, function and luxury.

Several new styles have been added to this collection, including the panto-shaped E-9210, which is elevated by its chain link-inspired memory hinge. Exclusive to WestGroupe, this functional element of design is capable of the same movement as a spring hinge due to the mechanically intuitive spacing.

The new EVATIK E-9212, meanwhile, is a fine frame with a masculine appeal. It is contemporary in shape for a timeless wear, accompanied by versatile elements such as a matte finish and raised metallic décor on the end pieces. Inspired by the laid-back aesthetic, this style has a clean, smooth silhouette with futuristic temple detailing.

The E-9214 is a rectangular-shaped frame that's sure to compliment a variety of faces. Inspired by today's shift in wanting organic materials, this style features a natural wood inlay on the temples.

For more information, visit: westgroupe.com



SWISS EYEWEAR GROUP

INVU's new Two in One glasses allow drivers to safely switch from prescription glasses to high-performing ultra-polarized prescription sunglasses in seconds while behind the wheel.

Each pair of INVU Two in One optical frames comes with a custom-made magnetic clip-on.

This unique two-in-one concept is supported with a display that lets consumers experience the magic of ultra-polarization by looking through the pre-mounted magnetic clip, while at the same time trying out how easy it is to attach and detach the magnetic clip from the optical frame.

The new INVU Two in One frames are crafted in the highest-quality materials, such as Swiss TR 90, Ultem and handmade acetate.

For more information, visit: swisseyeweargroup.com