

20/20

OCTOBER 2021

NEW FRAME PRODUCTS

Material Matters

20/20 INSIGHT: We don't have to tell you twice that frame and lens materials truly make a difference in eyewear. When it comes to quality, performance, feel and design, your customers want products they can trust. Here, we've compiled our picks of the latest new styles featuring the materials that matter.

—Jillian Urceley

EVATIK 9222 WestGroupe

Reminiscent of the '70s, this titanium frame features an oversized softened square profile, color on and within the eye rim, and a minimalist design.

