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LaunchPad: Frame Collection

WestGroupe Releases New Evatik Styles

By Staff

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Quick Take: Evatik, from WestGroupe, is launching two new optical styles for November.

Specifics: The new styles are E-9245 and E-9246. E-9245 is a classic rectangular frame with smoky-effect patterns and pops of color along the front. It features linear metal detailing and is available in a range of matte and shiny finishes in matte black blue, blue smoke and grey smoke. E-9246 is a rounded square frame with engraving along the rims and highlights along the temples. It is available in navy grey, cocoa grey and charcoal green.

Selling Point: The new Evatik styles have a modern edge and transition effortlessly between professional and casual wear.

www.westgroupe.com/US

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