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Eye Want...

TRULY UNDERSTANDING THE
"LUXURY" OF... LUXURY EYEWEAR

BLAKE KUWAHARA
HAS THE "INSIDE"
STORY OF LUXURY
WITHIN LUXURY

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20/20@40
Then, Now, Anew

IN THE DETAILS

TRENDS



ALL THE TRIMMINGS
Functional frames with luxe embellishments like Swarovski crystal adornments add dimension to classic shapes.



7 EASTERN STATES EYEWEAR: Diva 5414

Target Customer: Women seeking elegance through a combination of Swarovski embellishments, elegant metal work and a progressive, geometric shape **Material:** Monel **Size:** 54/14 (130) **Special Features:** Swarovski crystal adornments and spring hinges **Pricing:** \$\$\$\$
(800) 645-3710/www.eseyewear.com

8 THE MCGEE GROUP: Vera Bradley Ladies Elena

Target Customer: Women of all ages who love Vera Bradley **Materials:** Acetate and metal **Sizes:** 54/17 (135); 51/17 (135); 53/16 (135); 53/18 (140) **Special Features:** Metal bamboo temple details are embellished with colored Swarovski crystals **Pricing:** \$\$\$
(800) 966-2020/www.mcgeegroup.com



9 ZYLOWARE: Leon Max 4009

Target Customer: Contemporary women seeking clean lines and classic silhouettes; progressive lens friendly **Material:** Plastic **Size:** 51/17 (140) **Special Feature:** The zyl endpiece features a unique wraparound metal arrow that flows through the signature logo plaque on the temple **Pricing:** \$\$\$
(800) 765-3700/www.zyloware.com



10 ALTAIR EYEWEAR: Joseph Abboud Herringbone Collection JA4040

Target Customer: The modern man who appreciates good design and sophisticated tailoring **Material:** Matte handmade acetate with spring hinges **Size:** 55/17 (135) **Special Feature:** Inspired by the 2014 suit collection, the herringbone pattern is laser-etched along the inner temples **Pricing:** \$\$\$
(800) 505-5557/www.altaireyewear.com



11 WESTGROUPE: FYSH 3522-941

Target Customer: Women who want function with a dash of flare; progressive lens friendly **Material:** Stainless Steel **Size:** 53/18 (135) **Special Features:** Two-tone flat metal front, multicolored geometric pattern on the temples **Pricing:** \$\$\$
(855) 455-0042/www.FYSHUK.com
For western states within the U.S., contact Classique Eyewear
(866) 604-5700/www.classique-eyewear.com



12 MODERN OPTICAL: GVX544

Target Customer: For the business-oriented man whose active lifestyle in and out of the office demands classic, upscale-designed eyewear at an affordable price **Material:** TR90 memory plastic **Size:** 53/16 (140) **Pricing:** \$\$
(800) 323-2409/www.modernoptical.com

