

20/20

MAR / 10
WWW.2020MAG.COM

FACEBOOK.COM/
2020MAG

CE
PAGE 139

TWITTER.COM/
2020MAG

20/20

DVF

(W)RAPS UP
EYEWEAR

DIANE VON FURSTENBERG ON
DIANE VON FURSTENBERG

7 93573 75863 7 03 \$5.95

LT
PAGE 95

20/20

WHAT'S NEW new launches

WESCAN OPTICAL: EVATIK MALE CALL

Wescan Optical expands its brand portfolio with the launch of Evatik, a line dedicated exclusively to today's urban male. Technologically inspired, Evatik Eyewear is sleek, clean and minimalist with a sophisticated combination of elegance and uncompromised engineering. Targeted to men seeking a discreet and refined look, the frames combine such disparate elements as daring, restraint, intensity and subtlety into one sophisticated package, capturing the essence of distinct style and individuality. Included are 17 fully rimmed and six semi-rimless designs made of acetate, stainless steel, TR-90 and titanium and offered in black, gray, silver, blue, brown and olive. Eye sizes range from 51mm to 56mm.

INSIGHT

Wescan Optical was established in 1998 with the mission to produce high-quality, innovative eyewear. Wescan's brands are available in 38 countries and include Fysh UK and Kliik: denmark.

PHILOSOPHY:

"The new line represents the perfect balance of sophisticated styling, eyewear intelligence and novel influences," says Beverly Sultineanu, head of Wescan product development. "With a strong emphasis on technology and today's fashion-forward styles, Evatik is the perfect addition to our current brand portfolio."

MARKETING:

Merchandising materials include logo plaques, banners, easels, mirrors and a 12-page brochure featuring sleek black-and-white photography. Each frame comes in a clamshell case with a metal mesh-covered top.

PRICE POINT:

\$\$\$ to \$\$\$\$ For additional information, contact Wescan Optical, (800) 361-6220; web site: www.evatik.com



Photographed by ANNIE GALLAGHER/BLACK BOX STUDIO