

Envision

SEEING BEYOND

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Intriguing Intricates

Tura releases new styles with the grouping of four beautiful designs. The Intricates collection brings refreshing details and offers frames with unique feminine appeal.

Each design is unique with a special temple treatment featuring particular use of material or colour processes. Designs 656 and 684 use a cloisonné colour treatment – especially pretty using translucent cloisonné with special colour placement. Design 655 incorporates a lattice design with unique temple and end piece curves to create a flow of intrigue. Design 665 features an attractive zyl insert with a quilt-like design created by a laser engraving technique.

Due to the care put into each of these designs, the Intricates collection can't help but to evoke a feeling of luxury.



From top to bottom:
models 684, 665, 655 and 656

Wescan Unveils Evatik Sunwear for the Sophisticated Urban Male

Wescan Optical, a division of Westgroup, has unveiled at Vision Expo West in Las Vegas, Nevada, its new Evatik Sunwear line. The official launch is slated for February 2012.



Model E-4014

A sophisticated combination of high-quality fabrications, lightweight materials and uncompromised engineering, Evatik Sunwear captures the true essence of distinct style. The inaugural collection consists of 18 models in stainless steel and acetate, with diverse eye shapes ranging from the modern rectangle to vintage aviator styles. Intricate temple detailing and two-toned colouring infuse each masterfully crafted frame with a masculine elegance.

"Men's eyewear can traditionally be divided into two distinct categories: fashion and technical," explains Beverly Suliteanu, creative director and vice president of product development at Wescan Optical. "By marrying cutting-edge technology with fashion-forward styling, Evatik Sunwear defies traditional convention and offers today's urban male the ultimate accessory to express and enhance his personal style."

Dually inspired by fashion and performance, Evatik Sunwear perfectly blends modern, masculine styling with superior lens capabilities. With function at the forefront, all lenses are 6-base, allowing for 100% RX-ability. All models are available with CR-39 and polarized lenses, providing the consumer with a choice of lens options to best fit their needs. Regardless of the material, all lenses are hydrophobic, and have a built-in scratch-resistant coating, 100% UVA and UVB protection, and a backside 7-layer anti-reflective coating. The innovative cast-in technology creates a structurally stronger and longer-lasting lens.

Each pair of Evatik Sunwear frames includes a folding, hard case and an attractively designed Evatik cleaning cloth. Retailers will enjoy a range of supportive marketing materials, including a nameplate, mirror, banner, counter cards, and 3- and 6-piece displays.

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