



Wescan Optical expands its brand portfolio with the launch of EVATIK a line dedicated exclusively to today's urban male. Technologically inspired with an understated sense of luxury, EVATIK eyewear is sleek, clean and minimalistic with a sophisticated combination of elegance and uncompromised engineering.

Created for the modern man seeking a discreet and refined look, the collection combines disparate elements like elegance, daring, intensity and subtlety into one sophisticated package. EVATIK captures the true essence of distinct style. Every model is expressive of one's personality and individuality.

"The new line represents the perfect balance of sophisticated styling, eyewear

intelligence and novel influences," said Beverly Sultineanu, head of Wescan product development. "With a strong emphasis on technology and today's progressive fashion, EVATIK is the perfect addition to our current brand portfolio."

EVATIK's high quality fabrications, lightweight materials, and unique applications result in a collection designed to keep you staring. The launch consists of 14 models; 10 full rim and four semi rimless, with eye sizes ranging from 52 to 55. The predominant material used in the collection is titanium, with acetate and stainless steel models rounding out the assortment. The collection features a sophisticated palette of stylish colours such as black, grey, silver, blue, brown and olive.