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WestGroupe Debuts New Fall Evatik Collection



Quick Take: WestGroupe has released the Evatik Fall 2015 collection with new styles that incorporate subtle detailing and modern styling.

Specifics: For men in search of a contemporary look, Evatik introduces six new optical styles.

Selling Points: With an angular square shape, style E-9114 features a TR90 front, stainless steel temples and adjustable nose pads for a universal fit. The unique matte finish and matching temple tips give the style a professional and confident look, while the recessed grid pattern on the inner temples add subtle, sophisticated detailing.

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The full-rim, stainless steel frame of style E-9115 with acetate temples appeals to an outdoorsy man, the company said. The outer rim has a metallic colored accent, while the temples are made with camouflage-inspired acetate. Model E-9116 features linear laser cutouts on the temples adding an industrial feel to its traditional rectangular shape. Style E-9117 sports a soft square shape and keyhole bridge in a military-inspired color palette, while a bright stripe runs down the inner and outer temples of style E-9118 for a pop of color. Last but not least, Evatik introduces style E-9119, a brand new full-rim acetate combination frame to the collection. Its stainless steel temples and large square shape come in an array of antique colors.

Price Guide: \$\$\$

www.westgroupe.com; for states within the western U.S.A., www.classique-eyewear.com