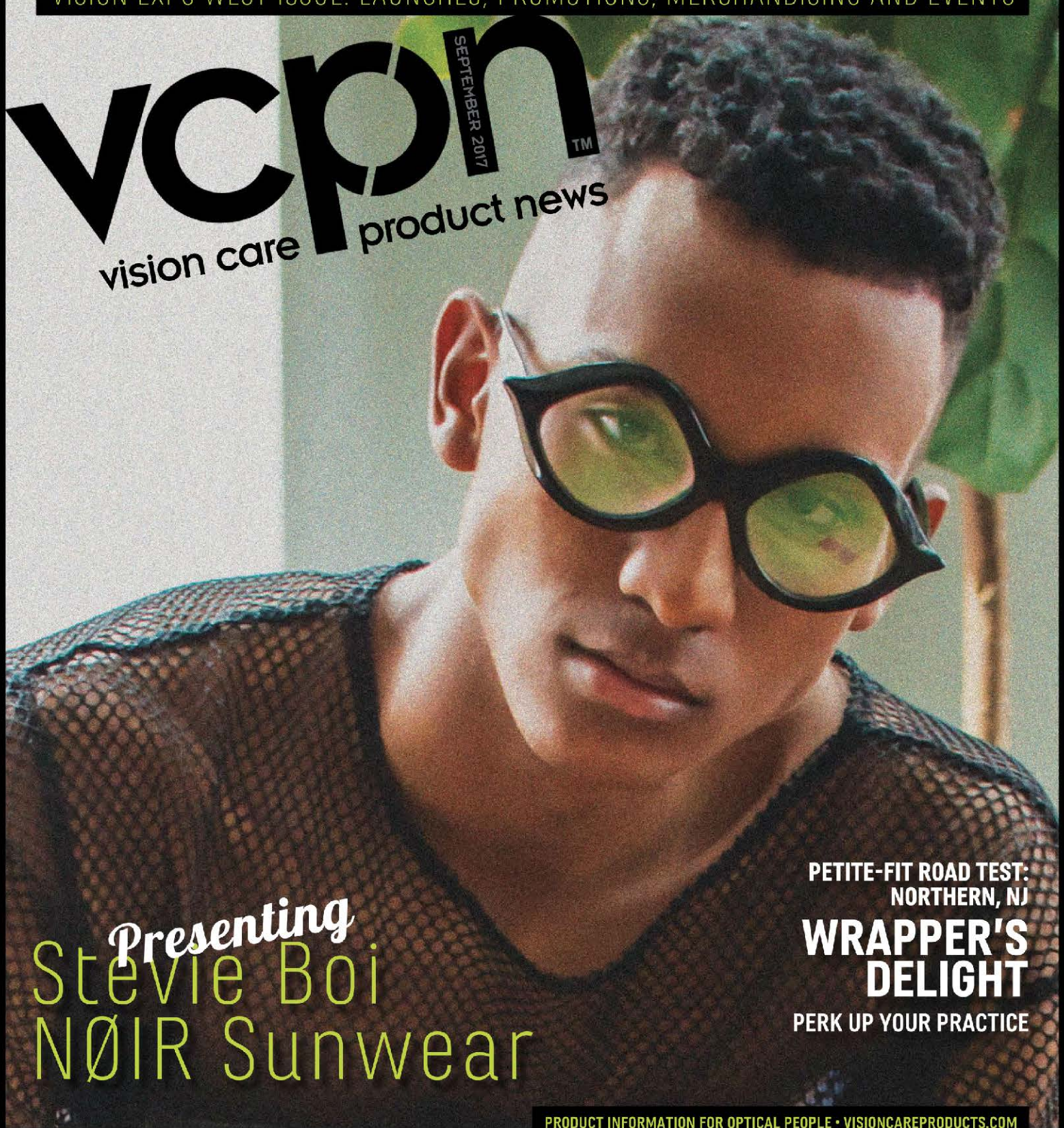


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Driven by fashion and solid engineering, WestGroupe's Evatik collection knows how to cater to the modern man.

IMAGE

By Cara Huzinec

A good men's line can be hard to find, but WestGroupe may have just the right thing. Evatik, which was launched in 2009, is a distinctively masculine, high-quality eyewear collection that ranges from bold and assertive to minimalist and sleek.

"Men have become more demanding in their style choices, both in fashion and eyewear," said Beverly Suliteanu, WestGroupe's vice president of product development. "Evatik was one of the first dedicated men's collections that focused on stylish, detailed-oriented eyewear."

The Evatik collection does a beautiful job of balancing luxury and color with comfort and wearability. WestGroupe uses best-in-class materials such as high-grade stainless steel, Japanese titanium and Mazzuchelli acetate.

European components including OBE and Redtenbacher spring



hinges provide an extra measure of durability and comfort, while nylon coated screws ensure that three- and five-barrel hinges do not loosen. On the design side, laser cutting techniques allow for fine detailing and an array of coloring techniques including spray applications, digital printing and hand

painting make the frames pop with on-trend coloring. The wide variety of sizing, from 52-60, is another key selling feature.

The fall 2017 collection comprises eight new models for your most discerning customers. One highlight, style E-9156, combines a round, Japanese mono-block ti-

tanium front with beta titanium temples. A laser-cut split temple adds additional detail, and the titanium temple tip cap is discreetly engraved with an "E."

The style E-9155 provides a twist to the popular crystal trend by playing with acetate contrasts and custom-engraved OBE UNO flex hinges provide for a discreet logo. Designed around a custom hinge, both E-9166 and E-9167 are made from a single block of stainless steel, eliminating the need for soldering and providing a stronger, more aesthetically pleasing look. A pinstripe design is lasered onto the temples and brought alive by two-tone coloring.

"Since the brand's inception, we have had a strong vision of who the Evatik man is," Suliteanu explained. "The brand was created around evolving technology and to this day, continues to evolve and grow from both a stylistic and technical standpoint."

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