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NEW LINES

EVATIK *WestGroupe*

WestGroupe introduces its new Evatik fall 2017 collection. Showcasing sophisticated patterns, textural detailing and pops of color alongside its masculine and clean styling, the new Evatik line is designed for today's modern man. Utilizing materials such as Mazzucchelli gradient acetate, stainless steel and mono-block titanium, the line features seven new frames with round and angular shapes that offer something to fit a variety of men's face shapes. Ideal for men looking to make a statement, style 9154 combines a diamond etched pattern with a linear pattern, features a rectangular eye shape and five-barrel hinges for a comfortable fit, and is available in black graphite, brown black and navy graphite. For men looking for something more minimalistic, style 9153 has a stainless steel profile that provides a simplistic and clean look. The intricate detailing of the textural temple finish and carefully selected pops of color give this style a luxurious yet sporty aesthetic.

—Alexandra Hough

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(855) 455-0042/westgroupe.com



KATE YOUNG FOR TURA *Tura*

Tura unveils new sunwear styles from its Kate Young for Tura collection. Developed at a more affordable price point with a wider scope of wearability, the new styles are designed for women who want to look and feel young. Featuring sculptural high-polished metal accents and sleek polished designs, the collection is available in a neutral yet chic color palette that the brand is known for. Wearable vintage shapes including CatEyes and both retro rounds and aviators can be seen throughout the new collection. Style 707 features a round shape crafted from a uniquely carved acetate that creates distinctive depth along with a subtle metal end cap that pulls together the sophisticated look. A more daring frame, style 706 captures old-school glamour with a vintage CatEye shape and high-polished metal temples.

—Jillian Urcelay

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(800) 242-8872/tura.com