

MIDO 18

Trends

TRENDS
MARCH 09, 2018

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SHARE



DESIGN DIRECTIONS

Innovation, the theme of MIDO 2018, continues to inspire leading eyewear trends and fresh design directions. The Milan fair highlighted a consistent growth in metal optical designs, specifically in stainless steel, titanium and beta titanium – and sometimes a mix of two in one design. Shapes are increasingly experimental: squares, cat's eyes, multi-sided silhouettes and rounds and ovals are firm favourites for 2018, and the 'frame within a frame' concept is widely explored with surprising and impressive results. Colour is having an impact on lenses and frame designs in metal and acetate, where several tones or patterned effects might appear together. Understated hues and softly tinted crystals sit side by side splashes of bright primary colours, neons and more muted olive greens, natural blues and greys.

EVATIK



TITANIUM

Modern, clean and refined: EVATIK launches 5 new styles for Spring 2018. Drawing inspiration from European eyewear trends and architectural design elements, the new styles combine top quality materials, unique constructions and pops of colour creating a minimal and contemporary masculine look. With a titanium mono-block square front, model E-9163 exhibits a metal inlay along the brow line for a sporty, shield look. Contrasting colorations of black/navy, black/charcoal and brown/black provide an added touch of style. Evatik is produced by WestGroup.
www.westgroup.com/evatik