

OPTICAL world

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SILMO

Paris

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Spring 2018 collection from WestGroupe

Evatik, a WestGroupe brand, have launched five new styles for Spring 2018 that capture the essence of distinct style. Drawing inspiration from European eyewear trends and architectural design elements, the new styles combine top quality materials, unique constructions and pops of colours creating a minimalistic and contemporary masculine look that has an understated luxury.

Model E-9162 is a combination frame where a diamond cut acetate front is matched with metal temples. Screwless barrel hinges ensure a smooth temple movement, while adding an architectural inspired design element to this contemporary style that is offered in hues of black, tortoise black and grey.

With a titanium mono-block square front, model E-9163 exhibits a metal inlay along the browline that creates a sporty, shield look. Contrasting colorations of black/navy, black/charcoal and brown/ black provide an added touch of style to this frame.

Also featuring a titanium flat front is model E-9165, a combination frame with an angular square shape. The browline to the end pieces is wrapped in acetate in contrasting colours, creating combinations of black/grey, tortoise/black and navy/gun.

Two stainless steel frames complete the collection. Semi rimless model E-9164 features two tone colouring with a cut down stripe showcased on the end pieces and temples. This

sporty style is offered in navy/grey, brown/black and black/navy.

Style E-9168 features a striped pattern that is laser etched along the temples and is finished with a metal inlay at the hinge break. A thin line is engraved around the perimeter of the frame and finished in a secondary coloration. This style is available in combinations of charcoal/red, black/cobalt and navy/gun.

For further details visit: www.westgroupe.com/evatik



Polarised eyewear from Norville

A convenient solution for prescription users, MagnaShade offers a great alternative to carrying additional spectacles with the quick option of conversion to sunglasses. With a great choice of designs and classic colours, the lightweight



magnetic overshade snaps effortlessly on to the front of the frame via concealed magnets.

With lightweight, TR90 polycarbonate frames, available in three colours of five contemporary designs and innovative magnetic polarised sunshade design, they are suitable for plus prescriptions up to +4.00. No restrictions for minus prescriptions.

MagnaShade kit includes Rx glazeable frame, polarising clip plus zip case to carry frame and clip.

For further details email: sales@norville.co.uk

Barberini Eyewear

Barberini's new collection is a vibrant stage, where the lenses, in Platinum Glass, reveal all their majesty.

Magellano BR171205 are mirror pink gradient gold polarised Platinum Glass lenses, in fresh nuances such as rose gold metal and opaline pink acetate.

Saturno BR180604 are mirror green gradient sapphire polarised Platinum Glass lenses and sparkle like the Northern Lights. A precious frame: the combination of deep blue acetate and light gold metal, with the comfort of flex hinges.

Magellano BR180504 is a combination of yellow tortoise, and light gold rims which encircles polarised black gradient gold lenses and matches with the matt black beta titanium temples.

Luna BR180201 mirror pink gradient gold polarised Platinum Glass lenses are lodged in an elegant shape with high-density acetate temples, for the best balance between state-of-the-art technology and glamour.

For further details visit: www.barberinieyewear.it

Polaroid eyewear from Safilo

Always at the forefront of innovation, and blending technology with design, the new eyewear collections from Safilo bring beauty to all, while protecting the eyes from UV rays thanks to the new 2.0 polarised lens, a new, thicker and stronger lens that provides a further improved distortion-free visual experience, on top of glare-free vision, clear contrasts, perception of natural colours, reduced eye fatigue and 100 per cent UV protection.

Quintessentially, the new Polaroid collection is an explosion of colours and shapes, featuring pop inspirations combined with contemporary styling and a perfect mix of playful hues.

For further details visit: www.safilogroup.com

