

VMAIL

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FRAME COLLECTION

De Rigo REM's CH Carolina Herrera Releases 2018 Optical Collection

Quick Take: CH Carolina Herrera from [De Rigo REM](#) has released its latest collection of optical styles for 2018.

Specifics: Bringing a casual elegance to everyday life, CH Carolina Herrera personifies a playful spirit and effortless style. Showcasing lightweight and refined features, the newest optical collection for fall offers asymmetrical details as well as a variation of colorful inlays that are the ideal balance of simplicity and sophistication.

Selling Points: The VHE770 is [Read More](#)



SUNWEAR COLLECTION

Oakley Launches First Water-Sport Specific Frame

Quick Take: [Oakley](#) has launched the brand's first-ever water-sport specific frame, Split Shot, featuring an integrated leash, a hat-compatible design and maximized periphery coverage.

Specifics: The Split Shot style blends lifestyle and sport for an all-in-one solution for on-and-off water adventures from deep sea to fly fishing excursions.

Selling Points: Featuring an integrated 20" lightweight, flexible, coated woven steel leash, athletes will be able to reliably wear Split Shot on their face

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FRAME COLLECTION

WestGroupe's EVATIK Debuts Fall 2018 Collection

Quick Take: [WestGroupe](#) has released its latest collection of frames from EVATIK. This collection, featuring minimalistic design, fine detailing and subtle pops of color, provides a polished and refined look for fall 2018.

Specifics: The new collection features high end materials and architectural design elements that strike the balance between comfort and luxury, appealing to today's modern man.

Selling Points: Stainless steel style E-9175 showcases a square eye shape, dropbridge and a [Read More](#)