

LaunchPad: Frame Collection

WestGroupe's EVATIK Debuts Fall 2018 Collection

By Staff



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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 mono-block front for a lightweight and minimalistic design. Laser cut patterns inspired by carbon fiber texture are showcased on the temple for subtle detailing with two tone coloring creating a contrast between the neutral base tones and the strong accent color. Style E-9176 shows off beveled edges along the browline and bridge coupled with a laser cutout design on the temples. Handmade acetate wrapped along the browbar provides a modern update to the E-9177 frame style. Featuring OBE UNOFLEX spring hinges for comfort and durability, this large fit combination frame comes in tortoise black, black gun and matte black grey. Another

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large fit frame is style to this latest EVATIK collection is the E-9178 which features a semi rimless construction. This style showcases lightweight and flexible rubber temples with a wood overlay.

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