

LaunchPad **New Products and Technology**

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FRAME COLLECTION

Altair Debuts New bebe Eyewear Fall 2018 Collection

Quick Take: [Altair Eyewear](#) has debuted its fall 2018 collection from bebe Eyewear that highlights the bebe attitude with Swarovski crystal embellishments and distinctive 3D designs.

Specifics: Eight new eyewear styles for fall 2018, including multifaceted designs ranging from simple to elegantly over the top.

Selling Points: The new "Glamour" collection incorporates elegant honeycomb-inspired temple concepts, accentuated by uplifting shapes and feminine color concepts in the new BB5154 and BB5155 optical styles as well [Read More](#)



FRAME COLLECTION

Maui Jim Unveils New Optical Styles

Quick Take: [Maui Jim](#) has released new optical styles to its growing range of styles.

Specifics: A selection of optical styles including rounds, feminine silhouettes and rectangular shapes.

Selling Points: The MJO2206 and MJO2207, classic feminine shapes, feature two unique new color block options. One shows off a grey smoke and blue crystal fade while the other new color block option features a brown smoke and pink crystal fade. The MJO2208 and MJO2209

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ALSO NEW

WestGroupe Releases November EVATIK Styles

High end materials and architectural design elements are encompassed the new EVATIK releases from [WestGroupe](#). These new styles combine masculine styling with subtle pops of color, while providing comfort coupled with a luxury appeal. The new E-9179 features a playful mix of geometric pattern in chromatic sequence of color that adds an unexpected 3D element. This style features a cross hatch pattern that seamlessly forms into a herringbone sequence on the temples. The

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