



That 70s Frame

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WHO: For the vintage lovers, the California dreamers, the road trippers and the oldies rock 'n' roll enthusiasts among us.

WHAT: The 70s are back, baby. Fashion designers across the board are taking inspiration from the decade, with flare jeans, tie-dye, big sleeves and more popping up on the runways, on Instagram and in stores everywhere—including in eyewear. This season in particular, many optical brands have mentioned taking inspiration from the 70s in their designs.

WEAR: (Top to Bottom): From **De Rigo's** Lozza, style SL4215M is a vintage-inspired aviator that takes its cues from the 70s with its dramatic lines, brown, translucent tortoise and authentically cool-without-trying vibe. From **Marchon's** Victoria Beckham, style VB2120 takes the 70s aviator look to optical to show off that quintessential, oversized 70s shape. With brown tortoise temple tips and slight edge, hexagonal shape to the lens, the frame perfectly balances vintage and contemporary aesthetics. From **SD Eyes'** Rip Curl, style RC2047 is a rectangular stainless steel frame that takes its inspiration from what Rip Curl calls "surfing's golden era:" the 1970s. With its bold, striped temples, the frame is a perfect, subtle nod to the era. Finally, from **Luxottica's** Ray-Ban, State Side is inspired by the 70s sport scene, and with an original Havana acetate from the 70s and amber lenses, the frames sport a distinctive vintage flare.

WHY: There are few things cooler than being able to rock a vintage look effortlessly, and there's no better way to achieve that than with the perfect pair of frames. So dust off your old guitar and head out—sliding on a pair of these frames might just be like stepping into the grooviest time machine ever.

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