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OPTICAL NEWS
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ROYALLY PURPLE

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WHO: For the romantics, the superstars and those who march to the beat of their own drum.

WHAT: Purple, a color long associated with royalty and individualism, is having a moment in fashion. The bold, eye-catching color is popping up everywhere—either as a subtle detail or the main attraction.

WEAR: (Top to Bottom) From **Charmant Eyewear's ELLE**, style **EL13523** offers a gradient purple coloration that takes inspiration from Parisian glamour. From **Eco Eyewear**, style **Manila** combines a bold purple shade with a bold elongated lens shape; the thin purple outline accentuates the frame's artistic design. From **De Rigo Rem's Police**, **VPLG28** offers an edgy, rocky take on the purple trend, pairing the color with studded detailing on the temples. From **Villa Eyewear's Blackfin**, **Port Cartier** combines a strong purple shade with a bold, double-bar shape, creating a daring look that truly takes purple to its fullest potential. From **Marchon Eyewear's Victoria Beckham**, style **VB644S** features both purple frames and purple toned lenses, bringing the trend to vivid new heights.

WHY: On-trend purple is an adaptable, attention-grabbing color that can be bold, edgy, romantic, royal and everything in between. In other words, there's something purple for everyone.

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