

# Kids Biz 2012



## One Style Does Not Fit All

**F**inding a frame for finicky younger folks is no longer quite as taxing as it once was, as companies offer a wider variety of product as individual as the families seeking new eyeglasses for the younger set during the approaching back-to-school season.

When it comes to children, tweens, and teens, they can be as individual as snowflakes. Getting kids and their parents to agree on an eyewear purchase, however, can be a challenge. The younger generation does have a few things in common with their purchasing parents, however, they appreciate good-looking product and prize premium materials and workmanship.

Companies with recognizable brands are offering eyewear with popular names without sacrificing individuality and creativity. Kids' eyewear is no longer just neon colors with recognizable

cartoon mascots (not that there's anything wrong with that). As you will see in this special section, many offerings for younger clients are chips off the old block—tweens are noticing what their parents are wearing, and many well-known brands have their own version for kids of all ages. Hard-to-fit patients are also finding products made specifically to address their own needs as well.

There's something available for everyone under 18—from wildly colorful frames to more subdued eyeglasses that are remarkably similar to something their great-grandparents might have worn—but with up-to-date styling and materials.

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—Seth J. Bookey, Contributing Editor

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*Skechers delivers sparkling mixtures of colors and materials for girls. The SK 1509 (top) places layered rubber stars on a pastel palette of colored metal and acetate; the SK 1511 (bottom) puts a new spin on a traditional bowtie framefront by pairing pink and black laminates with a trio of stars on a sculpted temple.*

## Doubling Doses of Details

### VIVA INTERNATIONAL GROUP SKECHERS

The Skechers brand represents quality, detail and affordability for the entire family. What began with logger boots for men has become a \$1 billion company with more than 3,000 Skechers footwear styles for men, women and kids. Now a lifestyle brand, Skechers features a wide selection of on-trend product offerings, which span beyond footwear.

The Skechers Eyewear 2012 Kids collection, presents eight new releases consisting of four ophthalmic styles for boys and four ophthalmic styles for girls. The new releases reflect the free-spirited lifestyle of today's kids, combined with the fashion and sport styling of the Skechers brand.

The selection of boys ophthalmic is filled with sporty elements and fun details, including rubberized temples and puzzle accented designs. Vibrant colors are available in fun satin-finished color combinations with rubber logo plaque and laser etched logo. A lively mix of patterns and colors makes the new girls ophthalmic styles an ideal collection for today's younger audience. Playful design elements include shooting stars, flowers and paisley swirls delivering a dose of fun.

## Delivering Definition to Tweens

### VIVA INTERNATIONAL GROUP HARLEY-DAVIDSON WILD CHILD EYEWEAR

The Harley-Davidson brand is a symbol of Americana at its best. The Harley-Davidson name represents the essence of freedom, adventure and individuality. The eyewear collection is more about the lifestyle of the brand and how it carries over into the design of each frame, including sleek metal trims, flame and stud accents, as well as the brand's iconic logos.

The Harley-Davidson Wild Child collection is designed for today's tween, with styles that reflect their free-spirited and independent lifestyle. The collection consists of 25 styles for boys and girls, with five new models for boys released this summer. The new collection captures the riveting lifestyle of the brand with unique temple treatments featuring fun motorcycle-inspired design elements. Designed to accommodate a wide range of face shapes, each style is perfect for today's tween on the go. Triple-layered colorizations highlight the innovatively designed temples of models HD 407 and HD 408, delivering a sleek sporty look. While the extreme temple designs of models HD 433, HD 434 and HD 435 add a creative spin to the fun eyewear options available for tweens.



*Handcrafted acetates with triple-layered colorizations create a luxurious look on the HD 408; the HD 433 and HD 434 feature the Harley-Davidson Motorcycle logo on the left temple, available in black, brown, gunmetal and navy, in size 47-18-130. The temples on both styles create an illusion of movement with a slight V shape.*



*The Guess 9087 for boys (top) is a semi-rimless metal frame with handmade acetate temples featuring a printed 81 Guess logo, available in blue, black and gunmetal; the Guess 9079 for girls (bottom) features a handmade acetate frame, with a laser-engraved logo with animal prints, and color epoxy, with flower and rhinestone detailing, available in black, burgundy, and purple.*

## Reaching for Richness

### VIVA INTERNATIONAL GROUP **GUESS**

Established in 1981, Guess began as a jeans company and has grown into a global lifestyle brand. Today, Guess designs, markets and distributes full collections of women's, men's and children's apparel and accessories. The Guess image has been portrayed in unforgettable, innovative campaigns that have made the brand one of the most recognized in the world.

The new Guess 2012 optical tween collection launches 22 new styles, comprising of a mix of metal, acetate and combination materials and offers a variety of shapes, colors and sizes that bring the Guess women's and men's fashion-forward trends to the adventurous, fun Guess tween, with eyewear made especially for them and their faces.

The collection features exuberant, pop colors mixed with playful embellishments. Bold animal prints, sweetheart details, bright foil flowers and rhinestones make the girls' styles feminine and fun, and perfect for the energetic Guess girl. The boys' styles exude a more serious looks with a preppier, collegiate feel, while still including pops of bright color.



*Bongo's bursts of color enliven traditional eyewear designs. The Tokyo (top) features a black-and-pink marbled design, with a crystal-studded band of pink on the temples, underscoring the Bongo logo; Tamiko (bottom) follows suit, but with a striking double-laminate design.*

## Pop Goes the Girl

### VIVA INTERNATIONAL GROUP BONGO EYEWEAR

Established in 1982, the Bongo brand has taken the fashion world by storm offering products in eyewear, denim, handbags, footwear and more. The Bongo girl is flirtatious, bubbly and spontaneous. She really inspires the fashion-forward high school girl, and lives by pop culture and trend-right styling. Bongo exemplifies young Hollywood and California cool, and is known for attracting stylish spokeswomen; this year, they are Lucy Hale and Ashley Benson from ABC Family's *Pretty Little Liars*. Bongo is all about having fun and being yourself, and the latest eyewear offerings are no exception.

The Bongo eyewear collection features the boldest of color pop and beautifully crafted floral graffiti and motifs. Usage of varied front shapes and materials, like handmade acetates, full and semi-rimless metals, the brand offers age-appropriate options even for the youngest of their followers. New inspiration for the tween line includes the sweeter side with high-definition lace temple detailing like in styles B Lacey and B Lila. The edgier tween can be found sporting her studded temples like those featured in new releases, B Tamiko and B Tokyo.

## Finding the Fun and the Flirty

### VIVA INTERNATIONAL GROUP CANDIE'S EYEWEAR

Founded in 1981, Candie's has always had a presence in pop culture. This super-feminine brand is one of the most recognized in the country, and is quickly developing into one of the top brands for the "Millennials" consumer segment. The collection translates the self-confidence and trendsetter in every Candie's girl through their sassy, clever and stylish design.

This year, popular *Glee* star Lea Michele, a favorite among girls, tweens, and teens, is the face of Candie's. The new ad campaign for the eyewear features the playful presence of the popular Michele causing chaos in the kitchen, lounging by the pool and having fun 24/7 like any Candie's girl.

The Candie's Eyewear collection offers a beautiful assortment for their tween market. By implementing youthful colors, bows and hearts embellishments, pops of bright colors, and bling elements, the product easily translates the flirtatious, smart and girly philosophies into their product. Pressed-stone temples make their debut in the beautifully designed styles of C Abigail and C Adele. The fem-chic floral patterning with stud detailing adorns the brand new releases of C Hailey and C Harlow.



*Candie's Beau and Betty styles both feature a stamped signature heart shape revealing underlying vibrant, colorful inside laminates: Beau (top) combines turquoise acetate behind thin metal frame fronts and hinges; Betty (bottom) puts a lipstick-red laminate up front, backed up by a flattering pretty-in-pink.*



*Three-dimensional flower-petal designs accent the colors used in the new JumpRope styles in the PEZ collection; the Hop-Scotch style (on the model) combines traditional eyeshape styles with fun, colorful raised designs on the temples.*

## Ready for Back-to-School Cool?

### A&A OPTICAL PEZ EYEWEAR

A&A Optical rolls out five new PEZ eyewear styles that rule: Clap, Go Fish, Jockey, Jump Rope and Mulberry. PEZ offers stylish and classic eyewear for children in bright-colored plastics and super-tough metals, and cable temples and pediatric fits for infants. Tough and sturdy, PEZ eyewear offers a no-questions asked lifetime warranty.

Go Fish features inspired styling on a metal frame with modified rectangle front, bubbling over with pastel hues and fanciful accents. It is available in brown, pink and purple and features a raised-dot pattern with varying contrasting colors on the midtemple.

The two-toned Jump Rope features flourishes of whimsy and bright, bold color. The oval-shaped double-laminate frame is available in blue (with sky blue inside coloring), brown (with lime green inside) and purple (with pink inside). A 3D flower on the upper eye rim adds a perfect touch of fantasy.

The new PEZ styles come with a free gift-with-purchase sunwear frame for each frame purchased, now through Sept. 15. Back2School POP kits include an eight-piece display, logo plaque and counter card.

## Every Kid Can Be a 'Koolkid'

### ALPHA VIANA KOOLKIDS

Unlike many other kids' eyewear collections, which often create a smaller version of the adult styles, the Koolkids is made just for kids. These frames are designed with floral and flashy patterns on the temples for girls, and with sports and outdoor patterns for boys. In Koolkids, children can display their personalities and stand out among their peers. The frames are available in a variety of colors, ranging from flamboyant pink to classy dark black. The wide spectrum of color choices will truly give the kids options to match their favorite outfits.

Every frame in the Koolkids collection is handmade, featuring the highest craftsmanship, with materials ranging from memory flex to stainless steel to acetate. Every frame come with a colorful eyeglass case, plus a fun gift-with-purchase. Children who choose Koolkids will receive a pencil case as well.

With back-to-school season just around the corner, kids are ready for new eyewear. With a large palette of colors and selection of styles from which to choose, Koolkids definitely stands out as a collection of choice.



*Ready for the new school year, Koolkids offers lots of color and style choices. The 2533 (top) features a mango-colored framefront accented by orange and silver hearts on the temples; the 2543 (bottom) features a triple-laminated framefront with wide metal temples with a pattern reminiscent of stained glass windows, with acetate temple tips for comfort.*



*Brianna rocks the Black Licorice SFS5002\_001 (right), which features stylish framefronts and whimsical hearts and stars on the temples; the SFS4002\_200 in Tortoise Fossil (above) for boys features designs that look forward to adulthood, with designed temples, and tortoise-shell framefronts with matching temple tips.*



## Mixing Sophistication and Whimsy

### ALTAIR EYEWEAR SIGHT FOR KIDS

Ring in the new school year with Altair's Sight for Kids collection, which features new styles that incorporate fun designs onto eyewear with sophisticated designs. New designs for boys feature rich coloring, ultra-trendy styling and bold enamel details. For the girls, the collection offers bright colors, delicate crystals and whimsical design details.

Parents will value the use of durable stainless steel, colorful, multiple layers of handmade acetate and comfortable spring hinges to follow kids through their active days in and out of school. Dispensaries will appreciate that this collection is part of VSP's national charity program, Sight for Students. Founded 15 years ago, it provides free eye exams and eyeglasses annually to more than 50,000 children from low-income families.

The SFS5002 collection features sketched hearts and stars on the temples, accented by delicate Austrian crystals for a fun design that reflects current fashion trends for girls. The SFS4002 styles for boys mix trendy, sporty details with a touch of sophistication. Inlaid enamel filled geometric temples offer a sleek, modern design with a trendy geek-chic shape.

## New Twists for Tweens

### CLEARVISION OPTICAL JESSICA MCCLINTOCK EYEWEAR FOR GIRLS

Think "Girl Power"! Jessica McClintock for Girls eyewear features updated styles for 2012. Today's girl has evolved—the young, suburban girl expresses her self-confidence, through fashion—and that includes her eyewear.

Jessica McClintock for Girls embraces a more colorful, playful "attitude," providing a contemporary tween look with a fashionable twist. This new collection provides a variety of eyeshapes, styles and materials to meet every girls' fashion needs.

The JMC 418 features a contemporary, oval-eyeshaped acetate frame with "charms"—butterfly and heart foil temporal accents were inspired by charm bracelets. The translucent, two-toned framefronts sport on-trend, two-tone fades in blue/marine, brown/acorn and pink/violet. The JMC 420 combines butterfly eyeshapes, traditional metal framefronts with bright, trendy colors on acetate temples, featuring outlined heart designs near the logo. Reminiscent of jelly shoes and flip flops, the frame's vibrant two-tone plating adds depth, while embossed hearts on the temples and glitter temple tips give girls some eyewear bling. It is available in brown, kiwi green and violet.



*Two-toned translucent framefronts on the JMC 418 (left) brighten up eyewear for girls, and keep up with current fashion trends; the JMC 420 (top) features embossed hearts and glittery temple tips, adding some bling to this acetate combination.*



*New styles in Lafont's children's collection—Pour les Enfants—are the Ivanhoe (top) for boys and the Iris (bottom) for girls. Both feature the classic styling their parents might wear, but double-laminated temples infuse youthful, colorful patterns underneath darker, more mature looking dark colors.*

## Pour les Enfants

### LAFONT SHAPING EYEWEAR JUST 'POUR LES ENFANTS'

Children of all ages, from infancy to early teens, can find something fashion-forward in Lafont's "Pour les Enfants" collection. The company has frames made specifically for three age groups—zero to 36 months, four- to seven-year-old kids, and older kids ages seven through 12.

All styles in the collection use special technology to fit a child's specific morphology, and all are adjustable for ergonomic fits. Special flexible materials make it easier for smaller kids to take eyewear on and off, and rubbery and cellulose acetate materials, soft endtips and spring hinges make sure glasses stay on and fit comfortably.

This year, Lafont introduces two new styles that reflect a child's desire to dress more like their parents. The Ivanhoe, for boys 10 and older, features traditional rounded-square eyeshape in a classic black zyl with clear laminate underneath. The insides of the temples feature a more-mature blue, gray and black geometric pattern. It is available in four exclusive colors. The Iris, for older girls, features an upswept round eyeshape, with a double-laminate framefront and temple with a multicolored floral pattern.

## Geek Chic Speaks

### LBI GEEK EYEWEAR

If an eyeglass frame could speak, what would it say? Today, child's play extends from the latest video games to the newest sneakers, and everything in between. Geek Eyewear captures the spirit of all things hip and trendy, with the new GEEK RAD 09 Jr., which conveys the message, "I am cool enough for school!"

Designed for boys and girls ages eight to 14, this new style has a vintage pedigree and classic style to make every youngster the top of their class. It is a replication in miniature of LBI's Geek Eyewear collection for adults, adopting a philosophy that celebrates diversity, individuality and creative enthusiasm, in youthful translucent designs.

This new offering gives kids the chance to be sophisticated like their parents, but with colors that still let them act their age. Hip on the boys and cute on the girls, GEEK RAD 09 Jr. comes in black, tortoise, crystal, crystal blue, crystal red, crystal green, and crystal pink, in sizes 46x17x130 and 58x17x135. Wearing GEEK RAD 09 Jr. not only speaks that "I am cool," but also "I am sure to rock out on the first day of school."



*Geek chic for boys and girls mixes vintage styling with youthful colors, with crystal pink and tortoise on the models, and bright, attention-getting crystal blue (above).*



*Marchon's XGames RetroForward pays homage to classic eyewear styling while emblazoning the left temple with the XGames logo, and offsetting the chunky black zyl with large metal hinges.*

## Going to Xtremes

### MARCHON KIDS XGAMES EYEWEAR

The XGames are internationally recognized as the gathering place of action sport champions, challengers, enthusiasts and fans. Freestyle motorcross, snowmobile flipping, you name it. The level of competition is unsurpassed, and the celebration is infamous. This is where attitude and style are expressed through sport and where the impossible doesn't stand a chance. XGames Eyewear brings this mindset to the forefront, while adding cutting-edge style, unique colors, intriguing textures and sporty designs.

Marchon Kids' XGames collection incorporates the latest technology, including the original memory metal Flexon, and the finest metal and plastic materials available, to ensure durability. The desired demographic is boys only, ages eight to 14—targeting early tweens, tweens and even early teens. The collection features a rugged, sporty design with a lightweight feel. The most recent styles exemplify cultural trends, fashion and music with retro styling. One such style is the RetroForward, which features the classic "Clark Kent" dark zyl frames, but sports the distinctive XGames logo on the left temple.

## 'Matching' Trends to Classic Styles

### MATCH EYEWEAR FLOAT KIDS

The Float Kids Eyewear Collection expands on Match Eyewear's philosophy by integrating classic adult styles with fresh, up-to-date shapes and colors that today's kids and teenagers desire. This collection comprises styles that emulate the techniques and textures used in the adult eyewear collections, while adding innovative embellishments and figurative designs in both metal and acetate that are geared toward the latest trends.

Plastics have been increasingly popular, leading to a return to "geek-chic" modern styles for both boys and girls. Colors, shades and tints that range from monochromatic to analogous color schemes create an added "cool" factor. Flowers and crystals provide feminine aspects for the girls' styles, with textures and geometric designs evoking classic masculinity for the boys' styles. The Float Kids Eyewear Collection is designed with functionality and durability in mind, an essential element for children's eyewear.

Match Eyewear's philosophy has always been to provide eyewear with state-of-the-art construction and European styling and craftsmanship paired with rich color palettes.



*Float Eyewear for girls come in three colors—brown, purple, wine—and feature plastic frames with crystals embellishing the temples in the shape of the Float logo, and crystals on the frame fronts as well. Two color tones on the frames bring youthful flair to an urbane eyeglass design.*



*Flecks of red distinguish the OK300 (above) from the usual tortoiseshell frames; the OK301 (right) features diamond-shaped chrome rivets and contrasts solid temples with patterned framefronts, and vice versa, for a distinctive look.*



## Today's Kids, Tomorrow's Fashionistas

### OGI EYEWEAR OGI KIDS

OGI Eyewear's new releases, which enhance the Mommy and Me, Daddy and I Collection, solidifies OGI Kids as a leader in the children's eyewear segment. By making fashionable frames that emulate the eyewear their parents choose to wear, this collection is bridging the gap between fun and functional, as older children start to develop a curiosity and desire for sophistication. These new styles in the Mommy and Me, Daddy and I Collection, help capture the refinement these children are beginning to notice and appreciate.

Inspired by the timeless beauty of granite, the OGI Kids OK300 style possesses hints of the elegance seen in its parent frame, the OGI 3101. Partnered with a striking color palette of blue, purple, red or amber, the OK300's sleek curves will complement any young girl's fashion sense. The OGI Kids OK301 style melds a classic semi-oval shape with a keyhole bridge brings OGI Kids OK301 into the spotlight. Available in a collection of original colors that reflect the fundamentals of OGI's beginning. Diamond-shaped chrome rivets complete this new classic, inspired by the OGI 9606.

## Pairing Pretty Patterns

### MCGEE GROUP VERA BRADLEY KIDS

McGee Optical brings Vera Bradley's most beloved styles to their youngest fans (ages six to 10) with the Vera Bradley Kids collection. Each frame is specifically designed for a young girl to make her feel unique and special. The collection combines fashionable styles and colors to create just the right look. Youthful in design and comfortable to wear, the Vera Bradley Kids collection uses the latest eyewear design technology—including custom acetates featuring the McGee Group's proprietary screen-printing technique and cutting-edge foil transfer process on metal frames.

The latest frames added to this collection offer bright colors and floral accents that will appeal to young fans of the brand. The Melissa is a combination frame with a modified oval eyeshape and a multilayered laminate acetate front that provides a pop of color. The metal temples feature foil-printed Vera Bradley colors "doodle daisy" and "plum petals," and the floral detail on the end of the temple tip is the perfect accent. The Darla is a combination frame with a metal front and acetate temples. It features a rounded rectangle eyeshape and adjustable nose pads for a sure fit.



*The latest Vera Bradley Kids styles look as good on as they do off. The Darla (on top of the eyeglass case) features Vera Bradley's "plum petals" and "rhythm & blues" colors on the interior temples inspire the enamel-filled floral pattern that extends from front to temple. The Melissa (below the eyeglass case) uses a triple-laminate framefront to give a pop of color.*





*The Orvis Adventure Series includes Flight and Target (shown above with case), two full-metal frame styles that add brightly colored, sporty, rubber-infused temple tips, so the eyewear stays on kids' faces, no matter where they go.*

## Advocating Adventure in Teen Eyewear

MC GEE GROUP **ORVIS**

From camping and fishing to chores and homework, teens face a multitude of tasks and need frames that will provide both durability and comfort. Bringing a modern and youthful twist to an established brand, the Orvis Adventure Series extends the Orvis tradition to a new generation.

The Orvis Adventure Series brings a youthful element to the classic style of Orvis, appealing to teens ages 10 to 18 who enjoy the outdoors. Tru-Flex memory metal on select styles allows frames to bend and twist without breaking. Rubber-infused temple tips hold frames in place during outdoor activities, and integrated spring hinges offer flexibility and comfort as teens grow. The variety of styles and eyesizes make sure he will find a frame to fit his style.

Flight and Target are full metal frames with handmade acetate temple tips, adjustable nose pads and spring hinges. Flight features a rectangular eyeshape and comes in two eyesizes and color combinations: brown/green and black/blue. Target has a modified circular eyeshape and features a milled temple design; it is available in brown/green and gunmetal/blue.

## Finding a Fit, Fashionably

PROLOGUE VISION **TCC KIDS**

TC Charton is the first and only North American brand that designs and produces eyewear for Asians. The new Spring 2012 collection features the signature aesthetic of Alexandra Peng: acetates in rich hues, sleek shapes and subtle details.

Since the March 2011 launch of TCC Kids, Peng has received great feedback from ECPs, and is making the natural progression toward a special line just for young Asians, recalling her own experiences. She said, "I have been wearing glasses since I was eight years old and I never found anything that fit properly. Glasses are a medical device, which have a purpose. I want this collection to provide the solution that was non-existent in the past."

Peng considered fit and functionality for this collection of nine different styles, and kept children's busy schedules in mind. "No more ill-fitting glasses. No more pushing up glasses that constantly fall down the nose bridge," said Peng. She used the best materials, including Italian acetates and spring hinges, to suit active teen lifestyles. Polka dots, gothic crosses and subtle textured acetates convey personality.



*The Adrian (at left), for teenage boys, sports red temples that contrast black framefronts which also sport multiple-layered laminate; the Kathryn (above), for girls, also features multiple, colorful laminate layers, plus a fun rainbow design on the temple.*



*Maria Dellapina drew inspiration to create Specs4Us when her daughter Erin (left) encountered trouble with ill-fitting eyewear; Model 4 (above) features titanium and memory flex materials, creating a durable bridge and a proper fit.*

## Changing Lives of Special Needs Kids

### SPECS4US ERIN'S WORLD

The mission of Specs4us is to improve the sight and quality of life for children with Down syndrome. This unique brand was created in 2004 by Maria Dellapina, after struggling to find glasses that would not slip down or bow at the temples, for her daughter, Erin. She decided that individuals with Down syndrome needed frames that fit them properly, and proceeded to design a collection of frames for infants, children and adults that fit the unique facial features that accompany Down syndrome.

After being told there would not be enough demand by some large eyeglass manufacturers, she created Erin's World. The custom-designed frames have shortened temples, extra-wide framefronts and a lowered bridge to keep them from slipping off smaller noses. Eleven models feature titanium and memory flex materials for a durable bridge and temples that spring out 180 degrees. Three models have titanium fronts and flexi-plastic temples, that can bend at any angle. Specs4us has optical offices throughout the U.S., the U.K., Canada, Germany, Ireland and Australia.



*Lucky Brand exudes an aura of elegant relaxation that extends into the Lucky Kids eyewear collection, as seen here with the Double Stitch on the boy model, and Groovy on the girl model; Zipper (above) features a stamped-metal temple design encased in translucent acetate.*

## Creating Casual Comfort for Kids

### REM EYEWEAR LUCKY KIDS

Lucky Brand began crafting great-fitting, vintage-inspired jeans in Los Angeles in 1990, quickly earning the title of “America’s favorite.” The brand has expanded to produce a range of apparel, shoes, accessories and jewelry for men and women. REM Eyewear has added new styles to its Lucky Kids collection, reflecting the brand’s casual, comfortable mindset.

Girls get a twirl of bohemian magic in the Gypsy, with temples filled with translucent flora on a matte metallic frame. Favorite is created from a pretty palette of popping pinks and bright blues, in witty combinations that will make eyes sparkle. Groovy’s subtle sweet batik pattern that decorates the temples of this easy to wear style.

For the guys, Zipper shows off a metal-core temple stamped with a signature Lucky pattern encased in translucent acetate that will make the other kids ask, “How’d they do that?” Double Stitch is designed with a double layer of contrasting acetate creating a grown-up vintage aesthetic that’s at the head of the class.