

WINTERED WHITES

DEIRDRE CARROLL / SENIOR EDITOR

WHO: There were so many designers that showcased head-to-toe winter white looks for Fall 2014 we can't include them all, but an in no way exhaustive list includes Alexander McQueen, Chloe, Nina Ricci, Ports 1961, Akris and Isabel Marant.

WHAT: The old "No white after Labor Day" rule is so passé. When it's cold, grey and dreary, nothing looks fresher than a **pop of white**. But not just any white; winter white. This season eyeglasses and sunglasses are getting downright frosty in all manner of **shades of winter white**. Warmer, richer and creamier, winter white is where it's at for the season, especially when given depth in **variegated tones** or when **paired with tortoise or gold**.

WEAR: (Top to bottom) The **Smith** Colette sunglass in white fade tortoise grounds the brightness of the white on top and temples with a warm tort on the under eye rim which makes the frame much more wearable for many complexions. The 4306 ophthalmic style from **Ogi Eyewear** inlays a creamy textured fabric in a matte gold flat metal frame for subtle details that pack a lot of punch. The **Balenciaga** BA 5010 eyeglasses from Marcolin also play on that white/tortoise theme but in the reverse with an amber tort brow detail and temples combined with a mostly ivory frame front. New on the scene, **Krewe du Optic** is wasting no time making a statement; the Toulouse sunglass features a classic P3 shape done in a bone acetate with slate blue lenses, making it the perfect combination of timelessness and modernity.

WHY: Enjoy the fall foliage and pumpkin spice lattes while you can because if you've consulted the Farmer's Almanac, than you know we are in for one of the harshest winter's to date. Luckily, eyewear designers are saying "bring it on" and meeting the soon-to-come whiteout with some white of their own. Luckily, winter whites tend to be **softer against the skin** than a true or bright white, meaning there is a shade out there for everyone. So, pull out the (faux) furs and gloves and be sure to stock a nice **assortment of ivories, creams and bones** to get your customers through these barren months in style.

dcarroll@jobson.com

ALL FRAMES SHOT BY: RACHEL REYNOR BLACK BOX STUDIO