



ALL FRAMES SHOT BY: RACHEL REDNOR BLACK BOX STUDIO



PANTONE®
18-1438

Marsala

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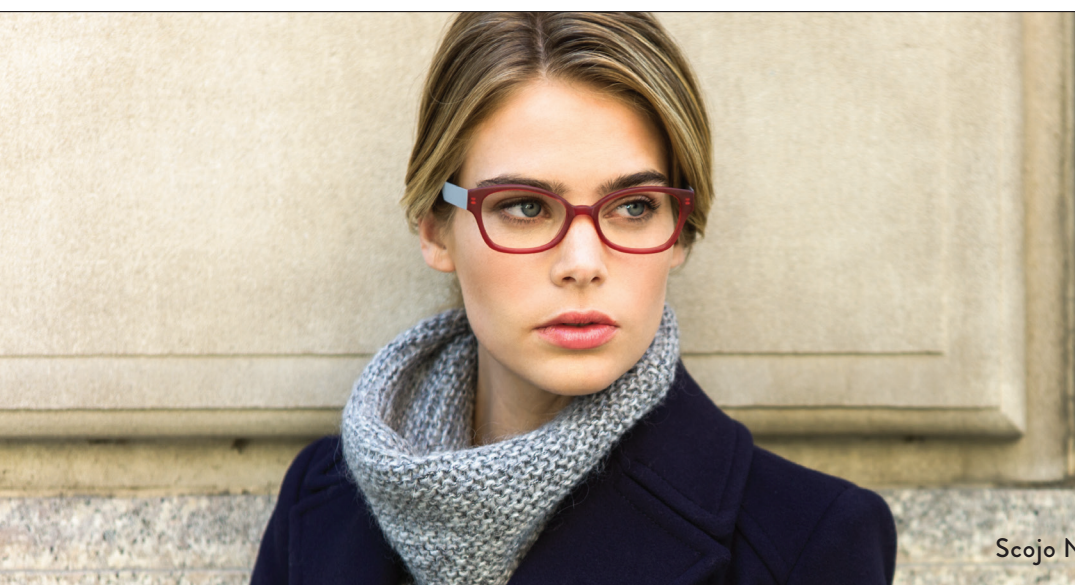
WHO: The Spring 2015 runways of Hervé Léger, Tommy Hilfiger and Dennis Basso; Kylie Jenner at the American Music Awards; Blake Lively at Cannes, Italian grannies and other fans of the fortified wine that is its namesake.

WHAT: Declared THE **color of the year** for 2015 by the Pantone Color Institute, **Marsala** perfectly translates onto frame boards and eyewear designers are embracing it. Appropriate for men or women, Marsala makes sense for **sun or ophthalmics**, as well as **metals or plastics**.

WEAR: (Top to Bottom) Saturated and textured, the **Ogi** 4304 optical style highlights the dramatic, feminine side of the hottest color of 2015. The **Salvatore Ferragamo** SF2666R from Marchon offers up this red-brown color in a milky finish for those looking for a bit more subtlety. The **Marc by Marc Jacobs** MMJ613 from Safilo couldn't be more on trend; a deep metal frame front with a perforated, woven brow detail done in the "it" color of the season, immediately raises the cool factor of anyone wearing it. Men can wear color too. The **Original Penguin** The Collins sunglass from Kenmark proves it with its sleek metal silhouette in a rich, shiny Marsala. The **Swarovski** Eileen sun style from Marcolin, in a lush translucent version of the sexy shade, ups the glam factor with crystal embellished endpieces.

WHY: "Marsala enriches our mind, body and soul, **exuding confidence and stability**. Marsala is a subtly seductive shade, one that draws us in to its embracing warmth," said Leatrice Eiseman, executive director of the Pantone Color Institute. That's a pretty compelling reason, but Marsala also happens to be **flattering against many skin tones**, equally suitable for **men or women** and attractive as either an ophthalmic or sun style. So the question isn't why would your patients wear Marsala? But **why wouldn't they?**

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