

GIRLS

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WHO: Anne Hathaway, Zoey Deschanel, Emma Watson, Emma Stone, Emma Roberts, all Emma’s everywhere apparently, as well as Hannah, Marnie, Jessa and Shoshanna, obvi.

WHAT: Young women these days no longer see wearing glasses as a hindrance to attractiveness, in fact, they enhance it. But it has to be the right kind of frame. Enter **unisex oversized ophthalmic shapes** with **slimmer profiles** and touches of **feminine colorations**.

WEAR: (Top to Bottom) The **Xoxo** Celeb frame in indigo from The McGee Group is slim enough to retain its feminine appeal but deep enough to make a statement in a nearly universally flattering rich blue. The **Nine West** NW5o81 style from Marchon is so perfect with its upswept brow, classic shape in a deep round and blue flecked tort color that I may actually be wearing it as I write this and “forget” to take it off. There is absolutely nothing wrong with a little pink and glitter when it’s done right and the **Guess** GU2500 from Marcolin gets it right thanks to its mottled tort and supersized modified rectangular shape. The Ray-Ban Wayfarer is a classic but it can be a little heavy. Hello, Liteforce. The **Ray-Ban** Liteforce RB7034 in matte black from Luxottica is made from a “thermoplastic used in the aerospace and chemical industries,” which makes the frame super light and durable while retaining all its Wayfarer cool; perfect for a lady’s face.

WHY: If you read the Millennial Project Special Section on Millennial Women (ahem, page 36) than the “why” you want to appeal to this demographic should be pretty clear. But how? A **girl in a geek chic pair of glasses** is just as ubiquitous as a guy in a full beard in certain circles. Cat eyes can skew a little retro and wire-rims can lack the quirky sense of presence that a nice large acetate brings to the table. Style, brand and price conscious, young women these days need a selection of **statement making frames** that offer a **hint of femininity** without clobbering them over the head with girliness.

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ALL FRAMES SHOT BY: RACHEL REDNOR BLACK BOX STUDIO

