

SEPT / 10

WWW.2020MAG.COM

FACEBOOK.COM/
2020MAG

TWITTER.COM/
2020MAG

CE
PAGE 115

20/20

GAME. SET. MATCH.

TOP TENNIS
COURT JOUSTER
ANDY RODDICK
TEAMS UP WITH
LACOSTE FOR
AN EYEWEAR
COLLECTION
VIA **MARCHON**
THAT "LOVES"
THE SPORTING
LIFESTYLE



10



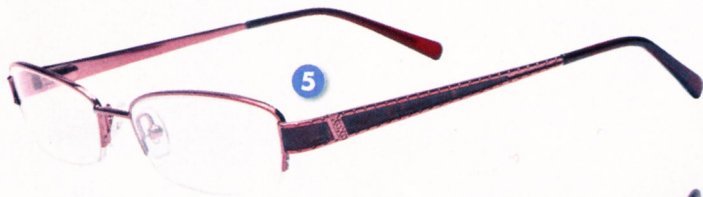
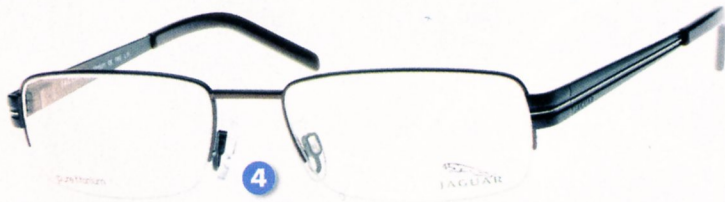
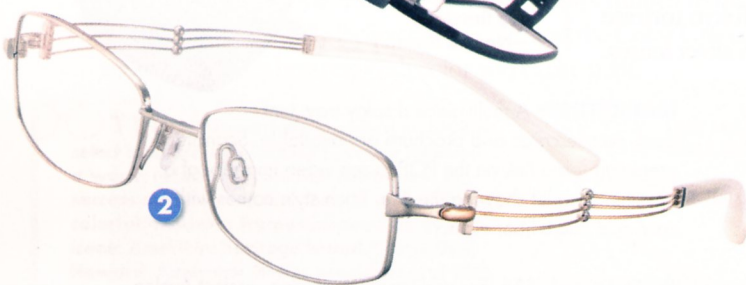
\$5.95

LT
PAGE 85

SHOW TRENDS
TEMPLE ART

A decorative element in its own right, the flex function in this frame is provided by a visible spring blade that is an integral part of the product's beauty.

METALS AND MORE



1 MOREL: OGA COPENHAGEN 607050 & 67020

Target Customer: Confident men looking for distinctive eyewear inspired by true creativity **Material:** Metal **Special Features:** New collection, offered in four shapes (three fully rimmed and one semi-rimless); each style comes in three colors; patent-pending spring hinges with cam return and anti-rocking effect **Pricing:** \$\$\$\$

(800) 526-8838/www.morel-france.com

2 CHARMANT GROUP: LINE ART XL2006

Target Customer: Women who appreciate elegant, delicate eyewear **Material:** Excellence Titan **Size:** 51/18 (135) **Special Feature:** Inspired by string instruments **Pricing:** \$\$\$\$

(800) 272-2042/www.charmant.com

3 A&A OPTICAL: JALAPENOS I GOTTA FEELING

Target Customer: Teens and young adults with small faces who want retro design fused with classic appeal **Materials:** Metal front with injected rubber temples **Size:** 48/17 (125) **Special Feature:** Hard case **Pricing:** \$\$

(800) 492-4465/www.aaopticalco.com

4 EASTERN STATE EYEWEAR: JAGUAR 38025

Target Customer: Men with larger heads seeking a sporty, masculine design **Material:** Titanium **Size:** 56/19 (140) **Special Feature:** Spring hinges **Pricing:** \$\$\$\$

(800) 645-3710/www.esseyewear.com

5 THE MCGEE GROUP: XOXO TEASE

Target Customer: Girls and young women 18 to 25 with an extended consumer base ranging from 14 to 40 year olds who are young at heart and desire innovative basics **Size:** 53/16 (135) **Pricing:** \$\$

(800) 966-2020/www.mcgeegroup.com

6 WESCAN OPTICAL: KLIK:DENMARK 428

Target Customer: Petite consumers who appreciate urban chic styling; suitable for progressive lenses **Materials:** Stainless-steel front with TR-90 temples **Size:** 47/17 (135) **Special Feature:** No two temple patterns are the same **Pricing:** \$\$\$\$

(800) 361-6220/www.kliik.com