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The Pure
Genius of
TECH
in Eyewear

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\$5.95



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WRAP IT UP: DISPENSING SPORT EYEWEAR PAGE 73

LT



SHADES OF DISTINCTION

1 CARTIER: COMPOSITE DOUBLE C SUNWEAR 8200737

Target Customer: Women seeking very feminine, retro-inspired sunglasses in glamorous, oversized designs **Materials:** (Frame) plastic with gold or palladium finish; (lenses) CR-39 **Special Features:** Gradient lenses with anti-scratch and anti-reflection treatments; Rxable; new double C logo **Pricing:** \$\$\$\$
(800) CARTIER/www.cartier.com



2 TURA: TED BAKER HELENA B481

Target Customer: Women who want a clean, smaller rectangular shape **Materials:** Plastic with metal trim **Size:** 53/17 (130) **Pricing:** \$\$\$
(800) 242-8872/www.tura.com



3 ROBERT MARC: LIMITED EDITION RAFFIA COLLECTION 632

Target Customer: Individuals who appreciate old world craftsmanship paired with modern design **Material:** Plastic **Special Features:** Limited Edition Collection containing 17 ophthalmic and 11 sun styles; offered in three colors; ultra-thin sheet of hand-woven raffia is layered onto plastic temples and finished with clear crystal acetate coating; ruthenium hinges **Pricing:** \$\$\$\$
(212) 675-5200/www.robertmarc.com



TRENDS

ISLAND CULTURE

Inspired by the lush, organic scenery of the Caribbean with its balmy hues, rich textures and rustic architecture, this fresh, sophisticated sunglass collection reflects the diverse elements of island life.

ZYL STYLE



1 WESCAN OPTICAL: KLIK:DENMARK 413 & 416

Target Customer: Individuals seeking chic, modern styling and eye-catching prints **Material:** Plastic **Sizes:** (Kliik 413) 49/16 (135); (Kliik 416) 50/16 (135) **Pricing:** \$\$\$
(800) 361-6220/www.kliik.com



TRENDS

ON THE MARCH

Complementing the revival of military fashion on the runways, eyeglass designers are also saluting such camouflage-inspired prints as desert gray, desert sand and khaki.