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RETAIL FASHION

Trending style for the optical + beyond >>>



Digital Destiny

← Supermodel Kendall Jenner stars in Versace's new campaign, captured by iconic fashion photography duo Mert Alas and Marcus Piggott.

Set in a futuristic, highly digital universe, here Jenner sports the **Versace VE2220**, an ultramodern shield with wide temples embellished with the luxury Italian fashion house's Medusa Halo emblem.

Optical and sunglass styles in the new Versace eyewear collection from Luxottica also feature eye-catching brand elements including the elegant Barocco "V" hardware.

» MSRP: \$343 to \$365
» luxottica.com

Cool Comfort

→ Cole Haan introduces its new eyewear collection for Fall 2020, comprising six new optical styles and four new sunglasses from Altair Eyewear.

Influenced by Cole Haan's signature footwear designs, the styles showcase innovative design features including perforated leather details, sleek silhouettes, tonal color schemes, and lightweight materials for a comfortable fit.

Here, the **CH4042** in matte metal has embedded perforated leather on the top of the frame front, epoxy color on the lower portion, and metal temples with pops of leather as well.



» MSRP: \$210 to \$230 » altaireyewear.com

FRESH CUTS

» The **De Rigo Group** and travel/lifestyle brand **Tumi** announced an exclusive license agreement for the design, production, and distribution (starting in North and Central America and Asia) of Tumi-branded sunglasses and prescription frames for men and women. The collection is set to debut at Vision Expo East 2021.



▲ **Kenmark Eyewear** announced the renewal of an exclusive license agreement for the design, development, production, and worldwide distribution of eyewear for the **Kensie** brand, extending through June 2024.

» **Marchon Eyewear, Inc.**, and **Converse, Inc.**, an American footwear and apparel brand, announced that they have entered into an exclusive, long-term global licensing agreement. New sun and optical collections designed under this new partnership will roll out globally beginning January 2021.

» **Marcolin Group** announced the signing of a licensing agreement for the design, production, and worldwide distribution of **Max Mara** sunglasses and eyeglasses. The partnership has a five-year duration starting Nov. 1, 2020, and follows the companies' 2019 agreements for the eyewear of Sportmax and MAX&Co.

Resort Ready

→ L'Amey America reveals a new assortment to its Nicole Miller-branded eyewear collection: Nicole Miller Resort, inspired by Nicole Miller's ready-to-wear resort collection.

The collection launches with seven ophthalmic styles, four with core sizing and three in the larger-size Nicole Miller YourFit segment, with standout design details like bright multilayer colors and discreet patterns.

Here, the **Nice model**, a YourFit style, offers a translucent acetate front, metal temples with a delicate crisscross pattern, and flex hinges.

» MSRP: \$199
» lamyamerica.com



Sophisticated Minimalism

↘ Reigning from Maui Jim's new ophthalmic metals release, the **MJO2128** (pictured) features an on-trend, geometric silhouette in stainless steel with nylon temple tips and adjustable nose pads.

The six styles in the latest metals assortment for Fall 2020 feature an intricate texture on the temples, inspired by bark patterns of monkey-pod trees, which are located throughout Maui.

The styles are available in four versatile colors: satin black, satin gray, matte dark gunmetal, and matte brown.

» MSRP: \$199 to \$239
» trade.mauijim.com



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