



## Featuring frames

If there was one thing that September's Silmo World Optical Fair (*Optician* 28.10.11) showed, it's that the trend for retro frame styles shows no sign of going away. In fact, the scope of what designers and manufacturers are currently doing with the frames means that retro is now more popular than ever. There are a few dissenters in the optical ranks, but retro styles will continue to be popular for quite some time yet.

Just one of the retro trends proving popular in the wider consumer realm is Art Deco. An extravagant, lavish style, Art Deco allows the wearer to experience a little opulence in difficult financial times. This style has now found its way into eyewear and many of the brands carried by Luxottica are displaying its influences on their winter and spring optical and sunglass collections.

Miu Miu describes itself as the 'the playful alter ego' of Prada and with the designs in its new collection, it's easy to see why. The SMU 10N Noir sunglass goes right back to the 1940s for its inspiration. While the black model is pure Film Noir in style, the ruby and glitter fabric saffron colour schemes are in keeping with the Art Deco trend. A theme running through Miu Miu's new collection is the inverted sweep on the temples. The design finds its way into the optical and sunglass ranges, and is present on the VMU 031 ophthalmic frame. The front has a rectangular shape which contrasts with the sweeping lines of the temples and rose and crystal combinations, along ivory opal red single colour schemes mean the model fits in perfectly with the overall vintage look of the collection.

### Mix and Match

The bold vintage retro styling continues into Dolce and Gabbana's new collections. The Mix and Match line combines aspects such as Sicilian lace and vibrant patterns like polka dots and animal prints. The DG 4114 2501 sunglass is a perfect exponent of the mix and match ethos. Black lace fuses with red acetate on a retro looking cat's eye shape. On this model, the temples are black with white polka dots, but on models such as the DG 4114 1999, the temples sport an animal print in a dark blue hue.

The D&G optical collection is slightly more conservative. The designer says the shapes are from the 1980s and colours are bright and vibrant. The D&G 1226 acetate



# Brand new

Luxottica recently launched its brands' spring and summer 2012 collections at an exclusive preview in London.

**Simon Jones** looks at some of the highlights.

women's frame is a distinctive cat's eye shape available in range of pastel colours including light blue, beige and purple. The 3080 frame from D&G's sunglass collection takes the unusual approach of creating something modern by mixing a retro wayfarer shape with a retro late-80s colour scheme. The result is a frame that sits perfectly with the popular 'rave' style, and the alternative colour ways of fuchsia and black with white 'repeater' lettering should see it find further popularity with younger patients. The DG 3124 from Dolce and Gabbana's optical collection is a unisex frame, but Luxottica believes it will find more favour with women, despite its retro masculine shape. The thickness of the

frame has been emphasised, but the colour palette of subtle pearl greys, bold reds and animal prints should see the frame appeal to adventurous female wearers.

### Natural alternative

Optical practitioners are constantly striving to differentiate themselves from the competition and offering environmentally responsible products could potentially be one way of standing out. For its spring/summer sunglass collection, Stella McCartney has created a line of eco-friendly frames, where the raw materials stem from natural origins, such as castor-oil seeds and citric acid. The collection includes injected bio-plastics which



# retro

are claimed to be 54 per cent made from castor-oil seeds and a new type of acetate, also 54 per cent made of natural sources. The women's SM3011 model reinterprets the classic aviator shape, with a sleek metal frame and stepped metal temples, which also feature the castor-oil derived bio-plastic. Gradient lenses complete the package.

The Ralph Lauren and Polo collections play it slightly safer in terms of designs and colours, but the frames in the 2012 optical and sunglass collections are still quintessentially preppy – what the brand has become synonymous for. The acetate PH2083 model from the Polo collection has an iconic oval shape and is available in a range of colours. The combination of honey fronts with tortoiseshell temples makes the frame stand out, but a red tortoiseshell colour scheme is also available for patients with louder tastes. The PH3063 sunglass is a large wraparound frame for male patients.

Mixing fashion and sports, the sunglass features large translucent temples that sport an oversized Ralph Lauren emblem.

### Oversized silhouette

The Ralph Lauren collection is based on what it describes as 'vintage chic and timeless silhouettes.' The RL 8084 women's sunglass has an oversized silhouette, but lines remain soft and stylish. A wide range of colours are available, from Havana to light brown horn. The RL6081 optical frame is a contemporary take on the classic cat's eye design. A historical version of the Ralph Lauren logo is emblazoned on the temples and colours range from black to soft pastels and on-trend transparent peach.

Other collections carried by Luxottica include Ray-Ban, Prada, Versace, DKNY, Paul Smith and Tiffany & Co – all of which release significant additions to their collections.

- 1 Dolce and Gabbana 4114 2501
- 2 VMU 031 by Miu Miu
- 3 Ralph Lauren PH 3063
- 4 Ralph Lauren 8084 5303
- 5 Ray-Ban 4105
- 6 Prada SPR 040
- 7 Miu Miu Noir SMU 10N
- 8 Tiffany Garden TF 2051B 8130
- 9 SM 3011 by Stella McCartney

Ray-Ban has added a host of new colour schemes to its iconic styles, while Prada has gone for big and bold with its optical and sunglass styles. The highlights of these collections will appear in the forthcoming products pages in *Optician*.

If the styles and shapes on display in Luxottica's new collections are anything to go by, the trend for retro frames is here to stay for some time yet. Sunglass styling has become bolder and optical collections have become louder in terms of colour. While some may argue that retro shapes play it safe, there can be little doubt that the new range of colours available across the collections has updated the styling successfully. ●