

Your guide to the latest innovations

# Elle's chic and flowery moments

**F**eminine and self-confident is how Charmant describes the new models in the Elle sunwear line for next year. It achieves this, said the company, through the use of low key imprints and delicate logos to ensure subtle understatement.

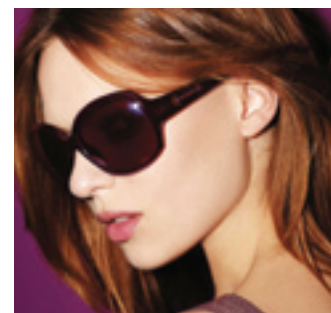
Extravagance (1) speaks for itself. These black, brown or white semi-shield shades communicate graceful style with an 'XXL' wraparound shape and wide temples with shining metal inlays. They are described as 'the quintessential sunglasses for truly elegant ladies'.

Summer Chic (2) is all about style with a retro feeling. An almost 1950s eyeshape in black, Havana, brown or grey creates a trendy yet fashionable look. Etched metal decals at the temple add an air of sophistication.

Summer Dreams (3) features an artistically fitted metal temple ornament. The rectangular eye shape adds modernity to the look which is aimed at the 'refined woman who wants to combine playfulness and elegance with sexy sunglasses'. Summer Dreams comes in black, Havana, olive green, purple and red.

Flowery Moments (4) feature floral engravings on wide temples. The result is a feminine accessory for a sexy yet romantic attitude, said Charmant. These sunglasses are designed as the ideal companion for all occasions and are available in black, brown, blue and red.

● DETAILS: 020 8992 9222.



► Max & Co revealed its debut sunglass collection in London recently. The young and feminine brand uses a mix of materials and side arm detailing to create a light and fun selection. As well as a bright mix of colours the models carry tongue in cheek echoes of 1960 flower power and folk spirit with a touch of irony to appeal to today's wearers.

Alongside plastic frames with huge eye sizes are radical takes on the aviator shape, mixing metals and shields with metal and transparent plastics.

● DETAILS: 020 7841 5990.



## Exclusively for independents

**T**here are 16 new designs in Orange Eyewear's Men'z collection, a line the company describes as a style-conscious range exclusive to independent opticians.

The masculine frames come in a wide assortment of colours, including gun, blue, brown and black, and in an array of styles, with varying degrees of design boldness for men of all ages and tastes.

The German designer line was launched in January 2007 and mixes metals and acetates with inlaid side detailing. For example, model 16 (pictured) is an acetate with metal sides and a brick pattern effect in colour options of black, tortoise, shell and smoky grey.

● DETAILS: 0161 705 0111.

## Safilo sexes up the Oxydo collection

► Safilo has taken a sex education theme to promote its Oxydo branded eyewear recently launched for the 2008 spring/summer collection. Next year's Oxydo collection has fashion at its heart with both the ophthalmics and the sunwear taking a younger look. Strass is in abundance while there are yet more takes on the aviator and shield in the range. Other colours in the line-up are red and tortoiseshell.

The 'have protected sex' theme for the eyewear is designed to highlight the protective role of sunglasses in a different context.

● DETAILS: 020 7841 5990.

