



## Featuring frames



# Glimpse of spring

It's that time of year when the fashion world begins to preview next year's spring and summer lines and Safilo recently unveiled its partner brands' new collections for 2012. Somewhat unsurprisingly, the trend for retro shaped eyewear continues, but inventive new colour palettes keep things fresh. Elsewhere, many of the brands have sought to include motifs and styling cues from clothing and accessory ranges to heighten consumer recognition, something which designers had appeared to be moving away from in recent months.

Oversized shapes also continue to be popular in optics fashion and feature heavily in Gucci's women's eyewear collection. Designed by creative director Frida Giannini, the

Safilo recently unveiled its spring and summer 2012 collections at its Holborn HQ in London. **Simon Jones** looks at the highlights

collection references the brand's icons for a contemporary look with timeless retro appeal. A perfect exponent of this is the GG3518 ophthalmic frame. The large retro shape is combined with graduated crystal and honey front and contrasting crystal grey temples. The oversize GG3509 sunglass sports a distinctive bamboo effect on the fronts and temples – which also feature small metal rings to break up the colour scheme.

It's a similar theme with Gucci's men's collection. The GG1000 acetate sunglass has an on-trend frosted grey colour scheme on the front, but the temples feature subtle trelliswork

detailing in keeping with Gucci's style. More traditional looking is the GG1005 model, but the flexible hinges hidden inside the small liveried metal plaques give the frame a touch of modernity.

### Preppy style

American brand Tommy Hilfiger has chosen to add some American 'preppy' style to classic silhouettes. The TH 1096 ophthalmic frame shows the brand's preppy ethos perfectly. The acetate frame has a 1950s style with its bold temples and sculptured fronts. Branding is minimal and subtle, with a double T hinge. Subtlety is the key



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with the women's TH 1087 sunglass. It has a relaxed shape and is available in a range of Havana colour combinations. The package is completed with graduated lens tints.

Also twisting the retro theme is Marc Jacobs, but the designer has made said twist a little bit more pronounced. The MJ 380 ophthalmic frame has bottom mounted curved S-shaped temples. A red crystal Havana colour scheme provides enough glamour to avoid any snooker hall connotations. Less quirky, but still distinctive is the MJ 379 frame. Influenced by shapes of the 1960s, it has an almost camouflage shade of Havana with the lower parts of its front coloured in crystal black. A key-hole nose bridge and diamond shaped stud will satisfy those looking for extra details.

For the woman looking to match accessories wherever possible, the new Jimmy Choo range has the perfect solution. A Safilo spokesperson said the luxury brand was enjoying a surge of popularity in the UK optics market and from the new frames on offer it's easy to see why. Across the sun and ophthalmic ranges, frames have a distinct feel of quality to them, something synonymous with its accessories. The JC 51 ophthalmic frame has a classic rectangular shape with an on-trend crystal pink colour scheme. A bold decorative metal disc, a recurrent theme on Jimmy Choo products, makes its way on to the temples. Also sporting a rectangular shape, but with more of a retro feel is the JC 49 model. The bold black acetate front has a subtle glitter effect

- 1 Gucci GG 1000S
- 2 Gucci GG 3509S
- 3 Gucci GG 1005
- 4 Gucci GG 3518
- 5 Jimmy Choo JC49
- 6 Jimmy Choo JC 51
- 7 Marc Jacobs MJ 379
- 8 Marc Jacobs MJ 380
- 9 Tommy Hilfiger TH 1096
- 10 Tommy Hilfiger TH 1087

which contrasts with the leopard style prints on the temples.

Safilo also launched its spring and summer collections for its plethora of other brand- including Dior, Boss, Giorgio Armani and Carrera. *Optician* will showcase the best of the new collections in forthcoming products pages. ●

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