

WHAT'S ON IN EUROPE



CROCS EYEWEAR

Color, comfort and style

Crocs eyewear truthfully interprets the relaxed and distinctly fun Crocs spirit, incorporating the unique style and creative design in terms of colors, shapes, materials and comfort. The collection uses an assortment of high quality material like nickel free stainless steel, hypo-allergenic silicone rubber and flexible polymer. The essence of Crocs shoes is beautifully and technically embedded in the eyewear design philosophy, which is evident throughout the collection. Adventurous colors are extensively used and carefully matched to Crocs eyewear, to enhance the beauty of the frames. Each product is checked to ensure stringent quality and safety standards are met. Each frame reflects the brand heritage by incorporating bold colors and circular patterns, as well as light-weight silicone rubber materials. Hence comfort is an integral factor both for adults and children' models. The eyewear collection has styles for chic, fashion-conscious women, dynamic and versatile men, and also for those with an active lifestyle. Crocs eyewear is comfortable, durable and lightweight eye fashion in the spirit of fun and freedom.



INSPECS

Vintage style and Japanese pleasure

The Superdry Optical collection, which includes 12 new styles, is all about complementary contrasts this season: with the same combination of old-school Americana vintage and cool Japanese street style influences with super flattering retro-inspired shapes, keyhole bridges, Japanese style hinges, and considered branding details, the collection for AW14 takes things up a notch. Bespoke moulded styles, perfectly distressed finishes and premium materials including real oak, all new acetates and stainless steel all feature. For a subtle take on old-school fades and worn-in styling, take the denim and leather inspired BUSTER and BOBBY – finished in a seven-step process including plating, polishing and tumbling to create the perfectly imperfect distressed look in gorgeous seasonal tones of indigo, rust and classic navy. The women's LEIGH, in beautiful high gloss fades inspired by city skylines, gives a nod to the natural with hand-finished oak temple tips.



OKIA

A splash of sparkle

The next season's trends are clear: from shoes and bags to belts and jewelry, everything is coming up glittered, in a variety of colors. Rhythm Glitter, the brand-new collection launched by OKIA, features an iridescent design precisely conceived to match this more and more popular concept. The collection results from a combination of non-delaminated sparkling foils with the unique HDA Technology patented by OKIA. Each sparkling foil can be matched with any kind of HDA colour or graphic, thus offering unlimited possibilities in terms of creativity and inspiration. Rhythm Glitter represents another success reached by OKIA through the ongoing research and improvement of its worldwide recognized HDA Technology. Thanks to this technology, the glitter patterns exhibit a sensational three dimensional effect that makes each frame even more attractive.