

NEW PRODUCTS

TRENDS

HEAD TO TOE STYLIN'
Taking inspiration from fashionable leggings, an integral part of a modern woman's attire, this new design from Okia is a fun, versatile and stylish wardrobe accessory.



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ZYL STYLE

1 VIVA INTERNATIONAL GROUP: RAMPAGE 147 & 148

Target Customer: Young women who are fashion-conscious and attuned to top trends **Materials:** From top—(R148) metal front with plastic temples; (R148) plastic **Sizes:** (R148) 51/17 (135); (R147) 50/15 (135) **Special Features:** Metal studs and milled temple detailing **Pricing:** \$\$ (800) 345-VIVA/www.vivagroup.com

2 OKIA: 20 30 40 = HD 270 DEGREES

Target Customer: Women of varying age groups who want to add flair to their wardrobe **Material:** HDA (high definition acetate) **Special Features:** Using Okia HD 270 Degree technology, this collection is designed specifically for women in three distinct age categories: Youth (25 to 30); Bloom (30 to 35); and Feminine (35 to 40); pictured: Feminine—designed to be elegant, opulent and a bit wild **Pricing:** \$ www.okia.com

3 WESCAN OPTICAL: KLIK DENMARK 453

Target Customer: Style-conscious women who love sophisticated, softened color treatments that complement their wardrobes **Size:** 50/20 (145) **Pricing:** \$\$\$ (800) 361-6220/www.klik.com

4 MARCHON EYEWEAR: CK CALVIN KLEIN 5650

Target Customer: Individuals who appreciate the casual, but distinctive aesthetics of ck **Material:** Plastic **Sizes:** 50/17, 52/17 **Pricing:** \$\$\$ (800) 645-1300/www.marchon.com

5 LBI: GEEK EYEWEAR RAD-09

Target Customer: Individuals who want colorful additions to their eyewear wardrobe **Material:** Plastic **Pricing:** \$\$ (800) 423-5175/www.lbi.biz

6 CACHET/A DIVISION OF L'AMY AMERICA: CHLOE 1211

Target Customer: Women who appreciate a rich, feminine look paired with modern design **Material:** Plastic **Size:** 51/14 (135) **Special Feature:** Metal buckle detail inspired by Chloe's Marcie handbag **Pricing:** \$\$\$\$ (800) USA-LAMY/www.lamyamerica.com

7 PRODESIGN DENMARK: 4TH DIMENSION 4652-55

Target Customer: Women who appreciate fine craftsmanship and beautiful, feminine colors **Material:** Plastic **Special Features:** Four shapes, each offered in six colors; adjustable nose pads available **Pricing:** \$\$\$ (800) 654-6099/www.prodesigndenmark.com

8 CLEARVISION OPTICAL: IZOD 400

Target Customer: Men who want fashionable, but uncomplicated style in their eyewear **Material:** Plastic **Sizes:** 50, 52 **Pricing:** \$\$ (800) 645-3733/www.cvoptical.com