

MATERIAL INFLUENCES 27

FOCUS ON FABRIC

The influence of fashion in frames is becoming ever more pervasive as surface treatments become increasingly informed by fabric fashions. Most notable this season is a passion for denim effects, echoing the current interest on the high street. Denim works particularly well for frames targeting a younger demographic but like denim itself, this trend has a broad demographic appeal and is increasingly being picked up across the board. There are even clever references to classic jeans rivet detailing at Superdry.

A far more feminine story references delicate decorative fabrics, in particular lace, for a look with strong retro influences. This is proving a surprisingly popular story for sunglasses; especially considering the slightly saucy lingerie references at play here. Silk too has caught the eyewear designer's attention with insets on the side of frames adding a luxurious extra dimension in terms of texture.

And even if fabric isn't used per se, motifs found in catwalk collections are easily transferable thanks to the current sophistication of acetate prints and provide a clever and coherent link between fashion collections and eyewear. A good example of this would be the 'Lotus Eye' pattern, which featured on the Kenzo catwalk show and is now picked out on the side of the frame, or Lacoste Eyewear's appropriation of the famous pique material used on the brand's iconic polo shirts. ♦



Model HD Sparkle, OKIA



Kenzo, model 2231/04, Capitol Eyewear



DADA design competition; model Glassy Lady, TD Tom Davies



Esprit, model ET17402, Charmant



C-ZONE, model Y2179, Orange Eyewear



Episode model 201 C1, International Eyewear



Paul Costelloe, model 5064, Dunelm



Basebox, model BB6614 C2, Eyespace



Lacoste, model L2742315, Marchon



Model SPX Illusion Nylor_5428_60_6061, Silhouette

Model 4309, Ogi Eyewear



Superdry, model Buster, Inspects



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