

trends

The show organizers of Mido cited top trends for 2015 eyewear and sunwear. Get ready for these cutting-edge eyewear styles heading over from Europe this year.

- ✓ **URBAN CHIC.** Vintage spirit and modern inspiration, the frames are in metal and acetate or inspired by the contrast of the two materials.
- ✓ **GLITTER MANIA.** Glitter, beads, Swarovski crystals, and even little precious stones that illuminate and embellish the face and focus the attention on the eyes.
- ✓ **SO REBEL, SO COOL!** Studs, studs, and more studs! The stars of the show come direct from the punk world of the 1970s: small or large, grouped or unashamedly set all over the frame.
- ✓ **CAT-EYE VS. OVERSIZE DESIGNS.** Cat-eye glasses square and oversize, for die-hard lovers of the vintage style with a modern slant, or flattering updated takes on the style.
- ✓ **A WALK ON THE WILD SIDE.** Animal print-inspired glasses with showy contrasting colors, tortoise shell or spotted effects, or in transparent acetate embellished with crystal flowers and creatures.
- ✓ **TAKE MY BREATH AWAY.** Aviator style with teardrop-shaped lenses or revisited with a more modern twist with round or slightly elongated lenses.



Anna-Karin Karlsson's Decadence collection brings sparkle to the animal kingdom



Organic materials such as Murano glass in the Venice to Wear collection from Rye and Lye



Transparent natural tones in Oliver Goldsmith Sunglass style Koko



SPEAKING OF...

There were launches aplenty at Mido. Here we share insights from Marcolin on the Pucci launch and Silhouette on the launch of the limited edition Titan One.

"The launch was a success. Pucci has such a strong heritage in the patterns that if you follow the idea of overstating the patterns, for sure you will fail. Our designers were able to make an interpretation of Pucci without betraying the tradition, without betraying the patterns of the brand."

— Giovanni Zoppas, CEO of Marcolin

"We wanted to do something really different, but in a lightweight, hingeless, rimless way. Titan One is completely new technology. We wanted to do a frame as a one-piece innovation but it's really tricky. It follows the shape of the human face and gives new possibilities."

— Rupert Spindelbaker, director of research and development at Silhouette



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