

collection de lunettes RYE&LYE MIDO 2017

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RYE&LYE A MIDO 2017:

SHAPES WITH GENEROUS PROPORTIONS AND FINE CRAFTSMANSHIP

February 2017, Stunning acetates and metal detailing for Rye&Lye's latest collection of eyewear at Mido 2017, with out-of-the-ordinary and attention-grabbing styles that are veritable masterpieces of Italian craftsmanship.

All Rye&Lye frames mix past and future with the sophisticated allure of their retrò shapes and use of innovative materials and leading-edge technologies, making these eyeglasses design objects true and proper, to be worn like works of art.

The 60s-inspired geometrical shapes are the absolute show stealers of the collection; in the Magnani frame for women, the front piece with its wide, rounded silhouette is framed by a gold-colored metal structure that enhances the style, creating an elegant movement on the temples too.

The Lollobrigida frame, in decorated acetate, with metal bridge, adjustable arms, and a cat's eye shape takes us back in time to that unmistakable 1960's movie star look.

A careful eye for detail and ongoing research into aesthetics make Rye&Lye eyewear a symbol of exquisitely crafted production and excellence.



The Rye&Lye collection is produced by Immagine 98