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When there's a fifth Thursday in the month, that means a bonus Frame Update! And if you're heading to Vision Expo East this weekend, here's your sneak peek at some of the amazing new frames you're likely to see.

We've got new styles and collections from Area98 Eyewear, BLACKFIN - Titanium Eyewear, Eblock Eyewear, GUNNAR Optiks, Kenmark Eyewear, KLiiK: denmark, Cocoons Fitovers, OKIA, OWP, Revolution Eyewear, Rye&Lye, and Zyloware Eyewear. We hope you enjoy the read!



The Frame Update — March 30, 2017

Every first and third —and fifth! — Thursday of the month, we will take a look at the latest collections in the eyewear industry.

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