

LaunchPad: Frame Collection

Rye&Lye Adds New Styles

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Acetate and metal, combined in an elegantly refined blend of materials are the focus in the latest [Rye&Lye](#) collection release. Flirtatious yet classy, the cat eye shaped "Champagne" style is ideal for wearers who want to embellish their look without any additional props as the frame's metal and acetate construction coexist with sophistication. The same blend of materials and skilled craftsmanship pair up in "Morellino" which features a more squared, sleek look, set apart from the previous style by the decorative, torchon brow piece that lends sparkle to the eyes. The new "Pinot" model is the perfect choice for the sophisticated, self-confident man. This look features a round silhouette with double bridge and titanium temples. "All Rye&Lye frames embody both the past and the future, thanks to shapes that express refined retro charm and the use of innovative materials and cutting-edge technologies that ensure these frames are authentic design pieces, to be worn as if they were works of art," the company stated. www.rye-lye.com