

Exclusive materials and cutting edge technology. That's what you get from Rye and Lye.

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Take a look at the contemporary looks that reach new heights of Sophistication

Research and high caliber materials, attention to detail and aesthetically-inspired design define the new Rye&Lye collection, eyewear brand by Immagine98 that has made Italian-made artisan craftsmanship its signature trait.



(Sauvignon model right)

Consistent with the brand's DNA and philosophy, the Fall/Winter 2019 collection is sophisticated and, at the same time, totally relevant – styles that, as always, conceal stylistic and technological details, grant them eyewear masterpiece stature. Once again, it is the world of wine, expression of Italian excellence, that inspires the frame names.

(Greco Left)



Attuned to the popular "geometrics" trend, the feminine Sauvignon style seduces with its unique but quintessentially wearable heptagonal shape, the perfect choice for the woman who likes to stand out in style. The front is a unique mix of metal and black or marbled acetate, adding another layer of personality to the frame,

that is also available with in-tone sunglass lenses.

A brilliant blend of functionality and aesthetic elegance enlivens the men's styles, where minimalist design, clean lines and refined masculine hues join forces with exceptional materials to deliver well-balanced comfort and elegance.

(Primitivo right)

Past and future intersect in Greco, a retro-inspired frame that combines an acetate and beta titanium front with super-lightweight beta titanium temples. This frame, too, comes in a version with sun lenses.



For an even more sophisticated modern look, the Primitivo updated aviator fits the bill. Titanium rims, framed by a thin titanium profile, use juxtaposed contrasting colors to create an avant-garde double-bridge effect. Beta titanium temples ensure an elegant finish to this super-light frame.