

LaunchPad: Frame Collection

Imagine98 Intros Rye&Lye Fall/Winter 2019 Collection

By Staff

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Quick Take: Imagine98's Rye&Lye is introducing their Fall/Winter 2019 collection, featuring sophisticated, contemporary styles.

Specifics: Notable styles include Greco, a retro-inspired frame with a combination acetate and beta titanium front and lightweight beta titanium temples; Primitivo, an updated aviator with titanium rims, a thin titanium profile, and juxtaposed colors that create an avant-garde double bridge effect; and Sauvignon, a wearable hexagonal shape with a mix of metal and black or marbled acetate.

Selling Point: Rye&Lye's newest collection is sophisticated and relevant, showing off attention to detail and Italian artisan craftsmanship.
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