

RYE & LYE: exclusive materials and contemporary looks

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Research and carefully selected materials, attention to detail and aesthetically-inspired design define the new Rye&Lye collection, the eyewear brand by Imagine98. In line with the brand's DNA, the Autumn/Winter 2019 collection is sophisticated and, at the same time, totally relevant, says the company – offering styles that conceal stylistic and technological details. Attuned to the popular “geometric”

trend, the collection includes the feminine Sauvignon style, a quintessentially wearable heptagonal shape. The front is a mix of metal and black or marbled acetate, adding another layer of personality to the frame, also available with 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. Past and future intersect in model Greco, a retro-inspired frame that combines an acetate and beta titanium front with lightweight beta titanium temples. This frame also comes in a version with sun lenses.

www.rye-lye.it