

LaunchPad: Frame Collection

Imagine98 Adds New Rye&Lye Fall/Winter 2019 Styles

By Staff

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Quick Take: Imagine98 is introducing new Rye&Lye styles for the brand's Fall/Winter 2019 collection. Rye&Lye eyewear is distributed by [Optica Dante Americas](#) in the United States.

Specifics: The new Rye&Lye styles are Chardonnay, Ribolla and Cabernet. Chardonnay is an oversized acetate square frame that comes in optical or sun. It also features a slender metal profile around the lenses. Ribolla, also available in sun and optical, is a metal frame in a butterfly shape with an acetate top rim. Finally, Cabernet is a metal optical style for men with a thin profile and double-bridge.

Selling Point: Rye&Lye's new collection is a sophisticated and fun, showing an attention to detail.

www.rye-lye.com/



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