



NEW IN // RYE & LYE FALL / WINTER STYLES

By Franca Posted 18. December 2019 in Brands, News, Packshots, Press, Uncategorized



THE NEW ITALIAN EYEWEAR BRAND RYE&LYE IS ALL ABOUT ATTENTION TO DETAIL AND AESTHETICALLY-INSPIRED DESIGN



Consistent with Rye & Lye'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 that lend them eyewear masterpiece stature. Once again, it is the world of wine, expression of Italian excellence, that inspires the frame names.

The generous-sized squared **Chardonnay** style, also available with matching color sunglass lenses, is ideal for the discerning woman who appreciates stylish details. A slender metal profile surrounds the lenses, gracefully blending with the bold acetate structure of the frame for a supremely sophisticated look.