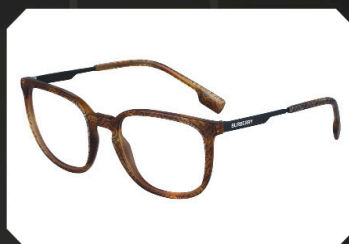




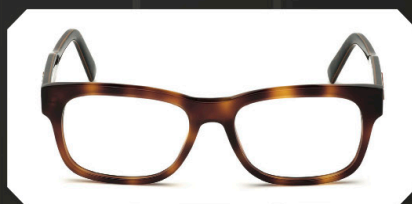
MEN'S COLLECTIONS

Burberry's eyewear collection is an evolution of the house's codes dictated by **Riccardo Tisci**, which take the form of contemporary details and timeless silhouettes. Strictly Made in Italy, the collection is divided between the Thomas Burberry monogram or the new Burberry logo. The **BE2307** squared eyeglasses with the new printed logo is offered in black acetate, tortoise, olive green or amber tortoise with Thomas Burberry monogram motif.



Research and high caliber materials, attention to detail and aesthetically-inspired design define the new **Rye&Lye** collection, the eyewear brand by the Italian **Imagine98**. Once again, it is the world of wine, expression of Italian excellence, that inspires the frame names. The metal **Cabernet** style is crafted with the sophisticated, self-confident man in mind. The super-thin profile and double-bridge lend a vintage flair to this extra-lightweight frame.

Produced and distributed by **Marcolin Group**, the new **Ermengildo Zegna** Spring/Summer 2020 eyewear collection focuses on four main clusters that create a direct link with the Zegna world. The first is "Chevron", the iconic texture used for Zegna fabrics; the second is "Shape", which plays with bold angles and large proportions; the third is "Vicuña", the distinctive colour of the entire range; the last is "Tech", featuring high-performance polarised or photochromic lenses and the use of titanium. The brand's distinctive symbol, the iconic 'XXX' logo has also been reintroduced: no longer in enamelled metal, but in vicuña-coloured acetate as we can see on the temples of mod **EZ5173**, with the iconic square acetate shape.



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