

### Enter the new Rye&Lye collection

March 2020

Tailored design and extraordinary attention to detail in an ongoing dialog between past and future:

Shapes with subtle retro appeal paired with innovative construction and elegant, opulent details: the styles in the Rye&Lye Spring-Summer 2020 collection are true masterpieces of Italian artisan craftsmanship.

Past and future blend, giving rise to unique frames to be worn like bespoke accessories. For this season, the names were inspired by the vast variety of fabrics.



The feminine Chiffon (headline page) features a novel interplay of negative and positive spaces that, in addition to lending a distinctly original touch, makes it extremely lightweight. Nylon rims are overlaid with outer upturned rims that reflect the colors of the acetate applied to the temples and temple tips. This frame comes in a version with sun lenses.

The cat-eye Damasco style (left), with a sumptuous jewelry-inspired metal insert – skillfully placed between two leaves of acetate – to embellish the top rim, makes a sophisticated style statement.

Among the men's styles, Ecrú (right) is a stand-out number in titanium and acetate. The large, thick rims make the frame strong and lightweight. Also available with sun lenses, this style is the result of an expert process of gluing and lamination that is the key to having two different colors on the rims.



Vintage inspired, the Panama men's style (left) is also available in a sun version. This bold acetate frame boasts innovative side shields with integrated mini-lens and is designed specifically for mounting fairly thick lenses.