

LaunchPad: Frame Collection

## Imagine98 Shows Rye&Lye SS20 Collection

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**Quick Take:** Rye&Lye, from Imagine98, is debuting its Spring/Summer 2020 collection.

**Specifics:** The collection includes styles Chiffon, Damasco, Ecrú and Panama. Chiffon features nylon rims overlaid with upturned rims colored to match the acetate temples and temple tips. The frame also is available in sun lenses.

Damasco is a cat-eye style frame with a jewelry-inspired metal insert placed between two leaves of acetate. Ecrú is a men's combination titanium and acetate style with large, thick rims. It is also available with sun lenses. Finally, Panama is a vintage-inspired men's acetate style with side shields and an integrated mini-lens. It is designed specifically for mounting thick lenses and is also available in sun.

**Selling Point:** The new Rye&Lye collection takes inspiration from a variety of fabrics and features styles that are unique, tactile, and exciting.  
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