

LaunchPad: Sunwear Collection

Rye and Lye From Immagine 98 Bows New Sun Styles

By Staff

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Quick Take: Elegantly refined acetate and metal combination sunglass styles are at the forefront of this latest release from [Immagine 98's](#) Rye & Lye collection.

Specifics: Rye & Lye eyewear convey's the brand's ongoing investment and the expertise entailed in creating elegant eyewear with a bold personality.

Selling Points: The "Amarone" frame style is a maxi frame look with personality. This assertive square style showcases how metal and acetate come together in a sophisticated, well-balanced construction. The "Brunello" exudes a sophisticated style for the self-confident man. Round, with double keyhole bridge and titanium temples, it has a vintage edge that is exemplary of the fine craftsmanship and attention to detail. The "Falanghina," an oversized round frame with metal profiles, sinuously frame the face while the front is embellished with an eye catching enamel element.

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