

LaunchPad: Frame Collection

## Imagine98 Unveils New Rye & Lye Collection

By Staff

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**Quick Take:** Imagine98 is introducing a new collection from Rye & Lye.

**Specifics:** Notable styles in the new collection include Macramé, Iside, Ecrù and Horus. Macramé features double enameled metal wire along the frame front that emphasizes the cat eye shape. It is available in both sun and optical. Iside is a hexagonal optical frame with acetate rims and a metal brow bar. Ecrù is a panto frame with titanium rims around the acetate frame front. It is available in optical and sun. Finally, Horus is a panto hasped optical frame with a combination acetate and titanium construction.

**Selling Point:** The new Rye & Lye collection shows off a retro allure combined with creative, sophisticated flair. [www.imagine98.it](http://www.imagine98.it)

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