

# Purple Reign

JAMIE WILSON / ASSOCIATE EDITOR

**WHO:** Prince (of course), call out hues from Pantone's Spring 2018 Fashion Color Trend Report, grapes, eggplant, amethyst, Jimi Hendrix' "Purple Haze," color worn by actors Donald Glover and Caleb McLaughlin at the 2017 Emmy Awards, a sign of royalty or wealth in some cultures.

**WHAT:** Several shades of purple from lavender and violet all the way to plum are being integrated into both sun and optical styles for fall 2017 and into spring, making it the reigning color of the moment.

**WEAR:** (TOP TO BOTTOM) De Rigo REM's **Nina Ricci** VNR093 frame style represents the darker side of the purple spectrum. This frame, a deep purple, almost leaning toward burgundy, coupled with touches of gold on the temples and bridge, showcases the ideal tone for the fall/winter months in a sophisticated manner. This **Cole Haan** CH7031 style from Altair exudes the best of both worlds. This sun style features a deep plum tone on the outer frame while embracing a softer lavender shade on the inner temple creating duality. Ogi's **Evolution** style 9237 is a bona fide purple frame. Flaunting a quintessential grape tone, this mixed metal and acetate frame adds a fun twist to any look. Kenmark Eyewear's **Zac Posen** Aliza style plays with the purple trend in a variety of ways by using a purple hued tortoise that features a darker tone on the top of the frame and lighter toward the bottom as well as its pairing of metal embellishments on the bridge and upper temples. Rounding out the color palette is Modo's **Paper-Thin Titanium** frame model 684 featured in a tone close to lavender on the outer rim of the lens as well as the temple tips. The gold touches of titanium add an edge to this ultralight frame.

**WHY:** Purple is a cooler tone, so it's the perfect way to add a **splash** of color while not being too overwhelming. Integrating the full spectrum of **purple** hues gives this color trend the ability to work for a variety of individuals as well as **transcend** seasons—deeper tones in the **fall** and softer variations for **spring**.

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