

MODERN GLAMOUR

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WHO: Trends come and trends go but style is eternal. **Modern Glamour** is for people who aren't slaves to fashion but gravitate toward refined styles, **traditional with a twist**, which can be worn with confidence and pride.

WHAT: Staying clear of anything too sporty or cutesy and more inline with "classic" than "retro" or "vintage," modern glamour eyewear is all about subdued color and a bit of embellishment that steers clear of being too bling-y. Larger, graphic stone work; cloisonné and enameling; sweeping curves, precious metal-toned details and a rich color palette, today's glam girl is looking for elegant, sexy eyewear that **reflects sophistication and class**.

WEAR: (Clockwise from top) **bebe** describes their customer as hip, sophisticated and sensually fashionable, i.e. modern glam! With their new eyewear collaboration with Altair, the brand brings us the Affluent optical style in jet with large mosaic stone work on each temple. The house of **Gucci** is well known for its elegant, sexy style and the GG3155/S sunglass in classic bone with sensuous gold-toned metal brow accent from Safilo is a perfect example of why. Designer **Vera Wang** has the modern glamour movement all locked up; for Fall the

Isadora optical style from Kenmark hits a couple of the trend's touch points: rich violet coloring paired with smoky, iridescent variegated temples and enameled temple plaques. **BCBGMAXAZRIA** has been dressing modern girls for two decades and ClearVision took up his banner when they partnered with the company to make eyewear; for Fall 2010 the two have taken the classic aviator and glamified it. The Flutter pairs the iconic shape with graceful twisting temples and gives it to the fashion elite in a chic gold. For those looking to up the glam factor or perhaps just add a touch to an already loved frame, **Ron's Optical** offers an extensive selection of polished chains like the Blanca with faux pearls and gold tone chain or the C19BP with bronze faux pearls and sparkling chocolate hued beads.

WHY: Modern glam is about eyewear that an individual wears, not styles that wear them. This trend is defined by eyewear that easily updates a wardrobe without the fear of dating oneself down the road. **Timeless and enduring**, these styles are sure to keep patients who are leery of spending too much money on potential fads happy with their spectacle and sunwear choices for seasons to come. ■■
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Pullout Poster



bebe

The debut collection
Vision Expo West 2010, Altair Booth #11083