

Trend Report

Fashion and eyewear are inseparable as eyewear is an important element of fashion. What is the most chic eyewear next year?

Personalized eyewear is one of the highlights at the Fair. By changing the temples, everyone could have his own style of glasses easily without hassles. Check out the European Killine Group's (GH-J04) brands Metis, and Charms Eyewear for interchangeable frames and temples, and add-on accessories.

The design of the glasses is certainly affected by the material used. Apart from acetate, the most common element of eyewear, there are a lot of other materials used for frames. Mixing with titanium, silicon and metal, the stylish and modern look could be created just by putting on the glasses. MUST by Grafix (GH-H05) also has the changeable temples made of Titanium and Acetate. Go further with more complicated frames by visiting local brand Azuoo (GH-G07) and the Japanese company Hug Ozawa Co., Ltd (GH-E05).



Some caring designers help matching the eyewear with other items. The American brand DEEP(GH-B10) introduced miraculous gift set of sunglasses and watches in black with teal, gold or silver. People by People (GH-I04) designed handbags to go with the funky frames. 木九十(GH-B02) has the fantastic set for girls called "Frametone" which includes sunglasses, glasses case and nail polish. Pugnale & Nyleve SRL(GH-C38) has astonishing yet elegant Italian designed sunglasses and bags for ladies. Mineral stone, leather, textile, pearl and crystal from Swarovski are used on blendable steel frames to create a luxuriously trendy mood.

Fashion brands are contributing in the eyewear design with special features. The limited edition of sunglasses with pattern laser-printed on lens for Year of Monkey could be found at the Japanese street fashion leader A Bathing Ape (GH-N01). Evisu (GH-K08) has the clip on sunglasses in ablaze colours that attract stylish youngsters.

