

TRENDS FEATURE

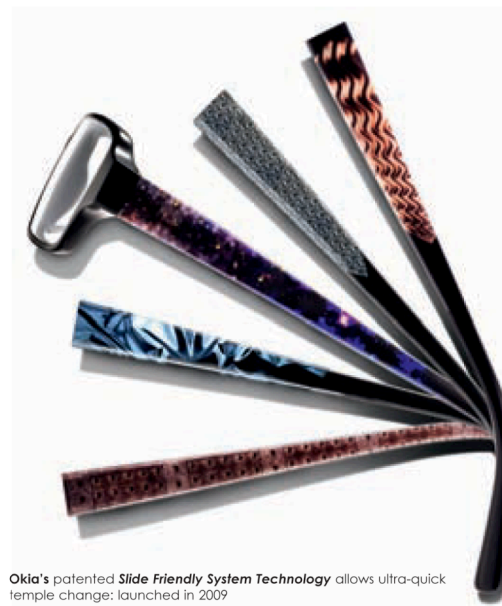


Dilem's latest floral designs

The beauty of change

Over the last four years, the eyewear industry has seen a steady flow of new ideas for changing the temples of a frame. These styles offer the wearer an opportunity to change their eyewear style to match their outfit without having to own multiple frames. *20/20 Europe* explores some of these customizable ranges to find out about the latest innovations in this popular niche.

Just as interchangeable lenses have become popular in the sports arena, lending the ultimate versatility to sports eyewear, interchangeable temples have become a growing trend in the last years in the optical collections. Italian manufacturer Allison SpA created its own interpretation of this versatile style of eyewear in 2006, when it launched Try Change, a collection designed to give people an opportunity to change their eyewear whenever they want. A patented temple concept, developed originally by Canadian inventors, Try Change was acquired by Allison SpA and, according to the company, was the first truly interchangeable temple available in the market worldwide, thanks to its easy change functionality and lightness, coupled with durability, fun colours and playfulness. "The uniqueness of Try Change lies in its ability to appeal to a very wide target of consumers," says Lucio Lozza, SVP marketing, brand and product of Allison SpA, "from young students to mature professors, from



Okia's patented *Slide Friendly System Technology* allows ultra-quick temple change: launched in 2009

active journalists to avant-garde architect, all consumers who are not fashion victims but want to change their look according to their own true taste".

"The opticians have found that the greatest benefit of Try Change is the customer's loyalty and the sell-out. Once the consumer has tested the feather-like lightness and the timeless design of Try Change they will never look for another frame but go back to their trusted optician for new colours, new temples and new shapes," adds Lozza.

The temples, referred to as Wishbones, the nosebridge piece and the lenses can be used in a wide variety of combinations, giving the wearer a whole "wardrobe" of looks at the quick click of the temples.

This year, the brand has created Try Change Fluo, a new series offering six new fluorescent colours, green, orange, fuchsia, red, yellow and white, with different shapes suitable for all Try Change wearers.