

## preview

### GUESS Eyewear Launches Spring 2014 Sunglass Collection

GUESS Eyewear presents a new sunglass collection for men and women this January, infused with trend-driven accents and bold silhouettes. The GUESS girl's collection is flirty and feminine with fun strokes of color and sexy details, while the GUESS guy stays smart, adding a dash of cool to his newfound style. The Spring 2014 collection, which includes eleven new women's styles and five new men's styles, features chic shapes with unique accents, adding a stylish twist to everyday fashion.

Rock Candy offers a faceted iridescent effect, highlighted in styles GU 7257 and GU 7259 with 3D laser pattern temple treatments in soft contrasting colorations. This fashionable duo in soft metallic tones of black, brown and peach has a series of GUESS 'G' logos etched into the temple's textural pattern creating a subtle branded effect.

Modern Metals line is a



masculine and timeless design, the perfect go-to for today's GUESS guy. The sun collection features sporty clean designs with retro elements, seen on the classic navigator GU 6751. The high quality Carl Zeiss lenses are finished with interesting gradients, adding a hint of intrigue, while rubberized temples and brushed satin finished metals are ideal for completing any outfit.

For more information visit [www.vivagroup.com](http://www.vivagroup.com).

### OKIA Presents Tailor Made Glasses

Tailor Made Glasses is the name of an extraordinary eyewear project recently launched by OKIA and officially presented during Silmo 2013.

Thanks to the evolution of the patented HDA Technology, this new project brings eyewear to another level of true customization: optical frames and sunglasses customized by a personal photo image chosen by the customer. It's a true revolution in high definition eyewear allowing wearers to have their favourite picture on their glasses for a unique look and a personal statement of style.

Whether the image is a beautiful landscape, a selfie, a family photo, even an image of a pet, customers can capture the best moments in life and carry them, putting their best face forward. Moreover, these special glasses' offer temples that can be decorated with a name or statement,

