

OptiPRODUCTS

Fabris Lane creativity shines in sunglass collection

Fabris Lane's enviable reputation for understated glamour is reflected in the 2010 sunglasses collection, providing British designer label product with an affordable price tag.

Large butterfly shapes and rounded aviators, reminiscent of the 1970s: iconic and classic styling with a modern twist, bring a clean sophistication with an extensive plastics and metals offering in the women's collection. The palette is imaginative with rich fruity colours – berries and plums – along-

side more traditional tortoiseshells and blacks.

Following the launch success of the Fabris Lane Homme collection, the men's offering has been increased to 12 plastics and 12 metals that include polarised lens options.

Signature Fabris Lane branding details include a single diamanté on the inside temple of the women's models and distinctive 'H' logo within the ear tips of the men's models.

For further details email: contact@fabrislane.co.uk



Trivex lens material for protective eyewear

New from Norville is their 2010 protective eyewear catalogue, which for the first time includes Trivex lenses.

Norville believe that Trivex lens material will be a highly successful introduction particularly sought after by many of the petrochemical companies who require EN166 Grade F impact protection. Until now, this grade of impact protection could only be supplied when using polycarbonate lenses, a lens material whose one weakness has always been its sensitivity to chemical attack. This often causes crazing around the unprotected lens edges.

Trivex is the lighter material at 1.11g/cm³ and more chemical resistant than polycarbonate. Trivex has outstanding optical quality (Abbé value 45), it can also be supplied tinted, polarised or in Transitions, all highly suitable for outdoor workers.

For further details tel: +44 (0) 1452 510332

Dunelm unveil largest ever collection

Leading independent optical supplier, Dunelm Optical, has unveiled its largest ever collection in its new brochure, building on the success of its bumper 40th anniversary edition last year.

The catalogue showcases an extensive display of eyewear, with 226 stylish new pieces, in a collection of 950 frames. Opticians can choose from both sun and optical frames, all laid out over 260 carefully designed pages. With a combination of captivating colours and styles, the brochure has something for everyone.

Included in the new comprehensive brochure is a full range of must-have collections from renowned international designers, including John Rocha, Carolina Herrera, Janet Reger and Paul Costelloe, as well as a selection of own-brand styles including Julian Beaumont, Retro, Chantelle and Whiz Kids.

For further details visit: www.dunelmoptical.co.uk

Okia launch new HD frame

Okia have launched a new HD frame that once again shows and highlights the extraordinary and innovative possibilities offered by the patented High Definition technology.

As a result of the ongoing research and improvement of this worldwide recognised technology, the new frame combines the high quality and impact resistance of HD acetate with a trendy design concept. Thanks to BMT technique, which allows detailed incisions with a strong metallic touch, basic shape and geometric patterns stand out against the acetate and create an attractive combination of quirky and bright colours.

Stripes, squares and rectangles are the main elements of the texture and each pattern is clearly defined thanks to its bold colour-blocking.

For further details visit: www.okia.com

Online tool helps wearer find the right eyewear

Silhouette, world leaders in rimless eyewear, appreciate the personal and reflective nature of the process of trying on and selecting new eyewear so the company have created Virtual Mirror 2.0 – an online tool that can be accessed via the Silhouette website or via the I-phone app store.

Users can upload a photography of themselves or select an avatar. Once a

user has uploaded a portrait photo, he or she can try on rimless eyewear and sunglasses in realistic, photo-like images.

All of Silhouette's rimless eyewear collections are available in the Virtual mirror 2.0. Models can be adjusted to meet the colour, size and lens form needs of the individual wearer to underline personality and expression.

The user can then make a selection based on the realistic images created. Photos from their potential eyewear model selections can be sent or saved to a personal album and reviewed by other users.

Once a user has selected a model, he or she can find and contact a local optician to purchase the rimless eyewear.

For further details visit: www.silhouette.com/vm