

OT

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SHORTLIST THE LATEST PRODUCT LAUNCHES



Rhodium

Fingerprint resistant

TD Tom Davies launched the first-ever sunglasses to feature rhodium coated lenses (pictured) at New York optical trade show Vision Expo East, which took place on 15-18 March.

Having created 24k gold lenses in an 18k gold aviator frame last year, the British brand is now the first to incorporate rhodium lenses into the design, according to the company.

Rhodium lenses are scratch, water, fingerprint and tarnish resistant. The sunglasses are available in bespoke, custom and ready to wear options.

Speaking about the frame, designer and founder of the eyewear company, Tom Davies said: "I am so excited to be the first designer to launch this exclusive product. I think these are my favourite sunglasses that I have created."

www.tdtomdavies.com

Titanium

Single source

Silhouette UK has launched the 'TMA Unify' frame for men, which is the latest addition to its Titan Minimal Art collection.

The frame (pictured) is made from lightweight titanium and SPX material, features no screws or hinges and is available in four lens options.



'TMA Unify' is the first frame that is available to purchase complete with both frames and lenses under the Silhouette Vision Sensation programme.

Speaking about the SVS programme, CEO of Silhouette, Jan Rosenburg, said: "Silhouette is known for its bold entrepreneurship and its commitment to continuous innovation, which creates boundless visual experiences."

www.silhouette.com

Acetate

Retro-inspired

Kliik Denmark has launched its spring 2018 collection, which is inspired by northern European design.

Of the seven new women's styles, the 'K-608' (pictured) was highlighted by Kliik Denmark for its retro-inspired, squared off round shape. Colour options include turquoise Havana, ginger Havana and black gold in a translucent acetate frame with a metal bridge and end pieces.

Included in the three men's styles is 'K612,' which has a bold square shaped model that is accentuated by a keyhole bridge and a gradient acetate.

Women's titanium styles feature a mono-block front and metal insert end piece in a contrasting colour. The men's titanium model, 'K-616,' is a similar style available in brown forest, black cobalt and navy grey.

www.kliik.com

Magnets

Quick conversion

The Norville Group has launched MagnaShades, an overshadable available in different shapes that snaps on to the front of a frame via concealed magnets.

The ophthalmic lens supplier explained that MagnaShades offers prescription users a convenient solution to carrying additional spectacles with a quick conversion to sunglasses.

"Featuring five designs and with a varied choice of eye shapes, there is sure to be a frame to suit your customers' tastes," the company said.

MagnaShades is made from TR90 polycarbonate and is available in three colours. The overshadable is suitable for plus prescriptions up to +4.00 and there are no restrictions for minus prescriptions, Norville shared.

www.norville.co.uk

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CEO of Silhouette, Jan Rosenburg

