



NEWS

KLiiK denmark – Inspired by Scandinavian design

by *Maarten Weidema* 12 November 2018

European styling and custom design elements give the new styles a clean, modern aesthetic that is **KLiiK denmark**. A rich color palette is showcased in the new styles that are inspired by Scandinavian design and key fashion influences, perfect for men and women requiring smaller eye sizes.

The club master shape of style K-628 is complimented by a dropped metal bridge and double cubed metal end caps on the temples for a classic appeal. The eye rim in contrasting color completes the refined look of this style that is available in hues of black silver, matte black gold and matte tort black.



Style K-633 is a rectangular shape perfectly layered with rich solid colored acetate laminated over patterned acetate. A faint beveling along the browline and end pieces reveals a peek at the bottom layer for a three-dimensional perspective. Burgundy rose, blue ocean, black grey and brown sand are the color combinations available for this style.



About the brand

Taking its direction from the clean, modern aesthetic of Danish design, KLiiK denmark eyewear is subtle yet always inspired. The rich, saturated coloring, laser cut detailing and mixing of patterns and materials are some of the design elements that are integral to the KLiiK denmark collection. Designed for both men and women, the KLiiK denmark brand focuses on smaller eye sizes and is a go to for the smaller fit, small PD consumer with a strong sense of style.