

TRENDS: JUNE 2018

VISION EXPO EAST, NYC

TRENDS
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Diversity and a new expression

This year's New York optics event showcased a fresh diversity in eyewear trends, where minimalist aesthetics, technical excellence, and imaginative studies in colour are prompting a new wave of creative collections, across the industry.

Influences come from the worlds of fashion, art and architecture, as well as eyewear of the past and the natural world. A deep attention to perfecting

details, highlighting special effects and creating beautiful pieces of design has come to the fore with the ongoing focus on innovation through technical

exploration and the latest advancements in eyewear production technology.

KLIK DENMARK



GRAFFITI GRAPHICS

Eye-catching pattern. An original finish. And unexpected "pops of colour". Style K-617 from Klik Denmark's summer collection by Westgroupe is

inspired by fashion's take on graffiti art, a trend that has been fuelled by avant-garde designers on the catwalks. The digitally printed pattern outlines a solid colour frame.

Colours offered include cobalt, wine, black or brown.

www.westgroupe.com