

# OPTICAL PRISM

THE MAGAZINE FOR EYECARE PROFESSIONALS

OPTICAL PRISM | FRESH LOOKS

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K-694



K-692



K-693

## WESTGROUPE

Four new styles have been added to West-Groupe's KLiiK denmark collection, which boasts an aesthetic that showcases the beauty of less is more.

Style K-692 features a thin profile that creates a barely-there feel. This minimalist cat-eye style has a slight accentuation on the top outside rims for added flare. The monoblock stainless steel front eliminates the need for eye rim soldering, creating a stronger, more durable yet delicate frame.

Model K-693, meanwhile, possesses an angular shape for a contemporary profile. Its classic, steadfastly simple design features a dual-colour overlay, accentuating the minimalist trend.

The K-694 frame offers an iconic rounded shape that is differentiated by peaked corners for a unique design. Its lustrous metal accents contrast with the matte finish of the frame for added detailing.



K-695

Style K-695 stands out from the crowd with an artful textured patterning. Its handmade acetate colour combinations are inspired by the 2021 organic fashion trend, while its classic square shape maintains an ideal silhouette for any face. The metal temples mixed with its acetate front captures the 2021 mixed materials trend, making this piece contemporary and undeniably current.

For more information, visit: [westgroupe.com](http://westgroupe.com)