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LaunchPad: Frame Collection

## WestGroupe Debuts Two New KLiiK denmark Frames

By Staff

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**Quick Take:** WestGroupe is introducing two new men's optical styles from KLiiK denmark: K-715 and K-716.

**Specifics:** K-715 is a semi-rimless, rectangular frame with laser-cut detailing on the end pieces and an interlocking temple design. It is available in colorways including black forest, navy grey and charcoal blue. F-716 features a square acetate front with a thin metal bridge. It is available in a variety of colorways and finishes including matte black, navy horn and gradient tort.

**Selling Point:** The new KLiiK denmark styles are clean, modern and inspired by Scandinavian aesthetic. KLiiK denmark frames are designed specifically for those requiring a narrow fit.

[www.westgroupe.com](http://www.westgroupe.com)

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