



Wednesday, May 25, 2022

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LaunchPad: Frame Collection

WestGroupe's KLIiK denmark Launches Three New Models

By Staff

Monday, May 23, 2022 12:05 AM



Quick Take: KLIiK denmark, from WestGroupe, is launching three new pre-summer 2022 models.

Specifics: The new launch is made up of three women's frames and one men's style. Women's style K-717 is a rounded cat eye with a handmade acetate front and metal temple endcaps. It is available in colorways including black mesh, teal, purple and rose pearl. Women's style K-718 is a narrow rectangular frame with an acetate front and stainless steel step-out temples that add extra headspace. It is available in colorways including black mesh, grey lilac, aquamarine purple and berry black. Finally, men's style F-719 is a stainless steel square frame with color blocked temples and laser cut detailing on the temples and endpieces. It is available in colorways including black grey, charcoal red and khaki black.

Selling Point: The new KLIiK denmark styles are modern and minimalist with a Scandinavian design ethos. KLIiK denmark is designed specifically for wearers requiring a narrow fit.

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