

Envision

SEEING BEYOND

TREND WATCH



A Style-Driven, Colour-Inspired Elegance

The new J.F. REY collection strikes the season with a very large choice of combined frames for men and women. It comes in a style-driven, colour-inspired elegance: a distinctive allure and flattering looks, always led with great freedom in tone and artistic expression. Creative interplays of acetate and metal on the front are stimulated by an infusion of bright and vibrant hues, subtly contrasted by graphic patterns and transparency details. The aesthetic is achieved

by focusing on a dynamic and modern duality.

Different concepts are particularly distinguished. One of them is Arty shapes with their pop and tangy colours (JF2993, JF2994 and JF2995). Another line also asserts its place in the collection, mixing retro inspiration and contemporary creation on geometric and modern shapes, more accentuated depending on the model (JF2978/JF2989/JF2990/JF2991/JF2992).

JF2978

Totally in vogue, this impeccable round shape strikes with its creative interplay of acetate and metal on the front. Its geometric construction, modern and graphic through contrasting effects of colours and materials, redraws the silhouette.

KLiiK denmark Introduces Three New Models for Pre-Summer

KLiiK denmark eyewear is designed specifically for men and women requiring a narrow fit. Taking its direction from the clean, modern aesthetic of Scandinavian design, the brand introduces three new models for pre-summer 2022—two ladies' frames and one men's style—featuring a variety of shapes, materials, and interesting details.

The first of two new styles for women, K-717 features an ultra-feminine rounded cat-eye shape. Its handmade acetate is patterned in soft, luminous colours and is the focal point of the design. Metal temple endcaps add subtle detailing to the otherwise sleek frame.

With its handmade acetate front, stainless steel temples, and always



popular narrow rectangular eyeshape, K-718 is sure to be a top seller. Incredibly clever, its step-out temples are a subtle design detail while also adding extra headspace to this otherwise narrow-fit frame.

K-719 is a frame sure to appeal to a wide variety of men thanks to its ultra-light stainless steel construction and well-balanced square shape. Contrasting colour-blocked temples, along with laser-cut detailing on the endpiece and temple, add striking visual interest.

KLiiK Denmark is distributed in Canada by WestGroupe.