



Monday, September 26, 2022

BUSINESS | EYECARE | TECHNOLOGY | STYLE | PEOPLE | SCENE + HEARD | INSIGHT

LaunchPad: Frame Collection

WestGroupe Presents New KLiik denmark Styles

By Staff

Monday, September 26, 2022 12:05 AM



Quick Take: WestGroupe is launching four new styles from KLiik denmark for Fall 2022.

Specifics: The four new models are K-724, K-725, K-726 and K-727. K-724 is a geometric frame with a multicolored pebble-print pattern on the front rim. It features an ultra-thin monoblock front and is available in navy pebble, turquoise pebble, lilac pebble and champagne pebble. K-725 is a retro-inspired round frame with a keyhole bridge in a bold plaid pattern. It is available in black plaid, red plaid and green plaid. Thin and lightweight K-726 is a stainless steel cat eye with color blocking and laser engraving near the endpieces and along the top brow line. It is available in charcoal rose, teal orchid, eggplant jade and rose navy. Finally, K-727 is an angular cat eye available in black speck teal, navy fuschia, blue Havana stripe and purple Havana stripe.

Selling Point: KLiik denmark is specifically designed for

wearers requiring a narrow fit, and takes design inspiration from the clean, modern aesthetic of Scandinavian design.

www.westgroupe.com

ADVERTISEMENT