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LaunchPad: Frame Collection

WestGroupe Presents New KLiiK denmark Styles

By Staff

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Quick Take: WestGroupe is presenting two new KLiiK denmark styles for November 2022.

Specifics: The new styles are K-728 and K-729. K-728 is a minimalist men's style. The rectangular stainless steel frame features linear cut-outs on the temples and is available in cedar grey, navy pewter and stone grey. Women's style K-729 is a Japanese acetate frame available in a number of prints and a watercolor-inspired translucent option. Color options include jade, black gold pearl, aqua lavender and amethyst.

Selling Point: The new KLiiK denmark styles are specifically designed for those requiring a narrow fit, and take design notes from the clean, modern aesthetic of Scandinavian design.

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