

MEN

EYEWEAR TRENDS FOR FALL 2009



Men's Eyewear Trends

Colors

Tortoise
Two-toned
Ivory
Black

Shapes

Square
Aviators
Shields
Wraparounds

Details

Strong brow lines
Tinted lenses
Mirrored lenses
Thick frames

Fall 2009



Flying High

Navigators take flight this fall as the season's pick for aviation-inspired eyewear. With a classic style, much like the aviator, navigators are square and sleek with a slim frame that can appear rimless. The aviator remains a hot item this fall in both traditional and updated styles, in particular, mirrored and dark-tinted lenses that add a Maverick flair.

Wear these high-flying frames with belted trenches, turtlenecks in sumptuous fabrics and velvet, leather or double-breasted blazers.

SI



EEK

Sci-Fi Revival

A futuristic tone rang out from the runway this fall as men's eyewear takes a glimpse into tomorrow. Frames are thicker and bolder than ever, with well-defined squares taking the spotlight as the newest must-have shape. Bold colors and strong brow lines add a mod vibe, while metal accents, wraparounds and shield styles with blacked out lenses reflect a look straight off the starship.

Keep up an edgy look by using eyewear to accessorize paneled shirts, texturized jackets or suits in shiny or hi-tech materials.





Classic Comeback

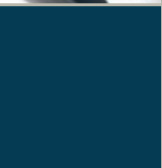
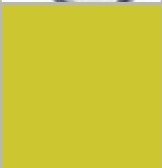
Everything old is new again, especially for men's fall eyewear. Bold, retro looks are so "right now" in thick round and angular shapes. Black, ivory and the ever-classic tortoise are color must-haves, with two-toned and mosaic style touches making an entrance as fun alternatives. Classic aviator and wayfarer shapes round out this clean look.

Mix and match classic eyewear looks with patchwork and Fair Isle patterns, toggle coats, plaids, chunky scarves or sharply tailored blazers for a pulled-together casual look.

R

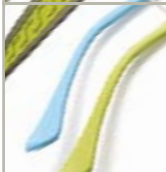
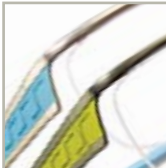


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