

WOMEN

EYEWEAR TRENDS FOR FALL 2009



Women's Eyewear Trends

Colors

- Metals
- Transluents
- Two-toned
- Subtle darks
- Tortoise

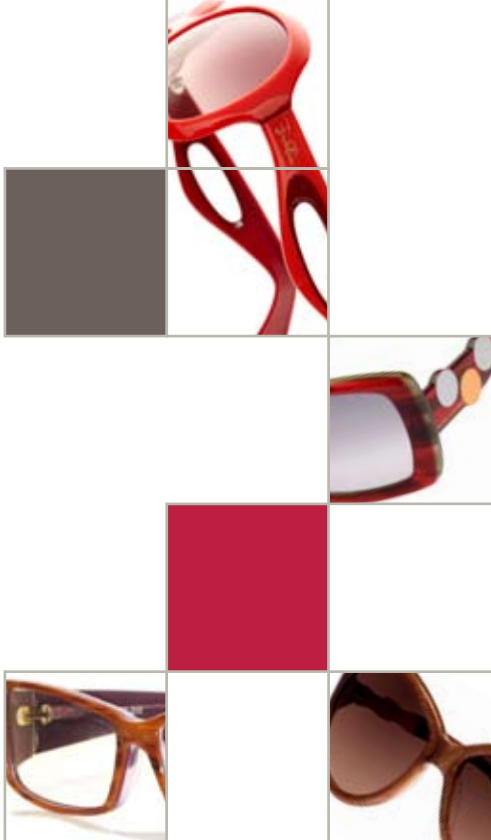
Shapes

- Round
- Aviators
- Shields

Details

- Blacked-out lenses
- Gradient or tinted lenses
- Low-set temples
- Mixed materials
- Embellished temples

Fall 2009



Feminine Mystique

Mystery is in the eyes this fall, as eyewear combines dark and classic styling for an elusive appeal. Frames in metal or deep, rich hues with gradient or dark lenses evoke intrigue while tortoise frames add modern interest to a classic look. Drama and luxury are intensified with subtle details like leather or metal accents on plastic or acetate frames.

Create a captivating look by pairing eyewear with a tailored, feminine silhouette of a pencil skirt and voluminous jacket cinched at the waist.



A close-up portrait of a woman with light brown, curly hair and black-rimmed glasses. She is wearing a black jacket with a large, ornate collar featuring a pattern of small, sparkling stones. The word "rama" is overlaid in a large, white, lowercase sans-serif font across the center of the image.

rama

Retro Redux

Women's eyewear pays homage to the past this fall as retro and vintage-inspired frames take center stage. Eighties' Wayfarers and shields are prevalent, providing a funky edge to this retro revitalization. Oversized round and square frames turn up in translucent, two-tones and light hues. Gradient and color-tinted lenses, as well as low-set temples, also add a modern twist to the coveted styles of the past.

To make a statement, wear frames with bright colors, a belted disco frock or a power suit with strong and exaggerated shoulders.





Rocker Chic

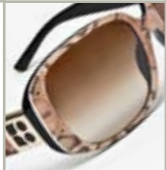
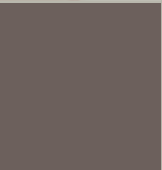
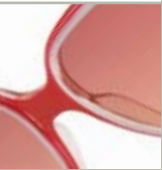
This fall eyewear takes its cue from heavy metal rockers with metallic and leather details. Embellished temples and contrasting browlines take futuristic angular shapes and shields up a notch. Rimless or semi-rimless frames and thick goggles are ultra modern, while mirrored lenses on metal frames exude a tough girl look.

Pair caped dresses accented by hardware and contrasting colors with edgy frames and over-the-knee bandage boots to enhance this new wave rocker trend.

To

A fashion model is shown from the chest up, wearing a bright blue jacket with black trim along the collar, cuffs, and down the front. The jacket has a high, structured collar and a small button detail. The model has a high, sculpted hairstyle and is wearing large, black, wrap-around sunglasses. The background is dark and out of focus. The word "ough" is overlaid in large, white, sans-serif font on the left side of the image.

ough





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