

SIZE MATTERS

BY DEIRDRE CARROLL / SENIOR EDITOR

WHO: Anyone who has had trouble fitting into conventionally accepted eyeglass sizes.

WHAT: The acceptance of all shapes and sizes is at an all-time high in the fashion world and **stylish special sizes** are having a moment in eyewear as well. A number of brands have not only broadened the range of sizes their frames come in but have upped the style factor in their collections to satisfy **the growing demands of the fit challenged**.

WEAR: (Clockwise from top left) A&A Optical's **XXL** collection serves the needs of the larger man requiring extended sizing but forget stodgy double bridges and bland wire rims. Many of the XXL styles now offer modern, contemporary styling, like the Havoc (shown) in a striated dark grey acetate with matte metal temples. In the past, ladies requiring smaller frames often had to shop the children's collections, but today many stylish brands offer fashionable frames for petite women that could never be mistaken for juvenile; the **Rampage** R151 optical frame from Viva with leopard print temples is a perfect example. Just as petite women have

struggled with fit, so too have larger women. Now **OGI**, once known for their smaller scale frames, heeds the call with an extended range of sizes for men and women in their Evolution segment, the same OGI color, the same OGI styling, now proportioned in larger eye sizes and temple lengths. "Asian fit" frames have been on the market for quite some time but no one is doing it quite like **TC Charton**. Specifically designed for the Asian-American consumer, TC Charton frames from Prologue Vision are designed specifically with their tastes in mind; the Angel sunglass (shown) features an on-trend oversized acetate look with built-up nose pads and a flatter base curve. Bold graphic temples and a modern crystal front prove that petites can have more fun, especially with the **kensie** Geometric optical frame from Kenmark.

WHY: It only makes sense that markets of people who have been underserved by mainstream sizing are hungry for any brands offering fashionable **frames that fit their unique features**. An ECP who caters specifically to the harder to fit will find themselves with **an appreciative and faithful following**.

dcarroll@jobson.com



style PAGES

Who. What. Wear. Why.

MORE SPRING TRENDS