

# Prints & Patterns

BY DEIRDRE CARROLL / SENIOR EDITOR

**WHO:** Dries Van Noten can always be counted on for a collage of **color, pattern and texture**, the Rodarte girls also brought the prints for Fall 2011, as did Tory Burch, Chloé and Prada, and up-and-coming brands like Suno, Thom Browne and Rag & Bone.

**WHAT:** A likely evolution of the color blocking trend that has been huge for the last few seasons and now shrunken down in scale, all variety of high contrast **prints and patterns** are appearing in the Fall/Winter and Resort 2012 collections. A simultaneous movement toward **bolder eyewear design** has led to the natural marriage of the two concepts and has provided the eyewearing public with a plethora of **printed spex**.

**WEAR:** (Left to right) The GA852/S from **Giorgio Armani** by Safilo, like everything the Armani brand produces, is tastefully done; a moody, graphic print, highlighted by pops of white, green, purple and rust it remains understated while speaking volumes. The **Kensie** frantic frame from Kenmark lives up to its name! With a high contrast dual color front, black on black etched temples and a bold black, blue and lime checkerboard interior it epitomizes the collage trend seen on Fall catwalks. The Lyndel from **Mosley Tribes** by Oliver Peoples doesn't just interpret the gingham pat-

tern, it embeds it; the classic pattern is achieved by sandwiching actual printed fabric between sheets of crystal acetate. Known as the "Prince of Prints" while the designer was alive, the **Emilio Pucci** brand is characterized by its bold, colorful patterns and the EP2137 from Marchon lives up to the legend. Wanting to be sure they capitalize as much on the print trend headed into spring the **Gant by Michael Bastion** GWS Betty Turtle-2 from Viva isn't even available until January 2012, but that's okay because it gives savvy ECPs time to build buzz. After all, slow and steady wins the race.

**WHY:** We could talk about consumers being tired of the doom and gloom that has been the dominating feeling in most of our worlds. Or we could speak to the public finally embracing the idea of eyewear wardrobes and understanding the need to branch out from the safety of black and tortoise frames. Both sentiments hold true, but **Prints & Patterns** is a trend for one very important reason... because it's fun! And **we all need a little bit of fun**. Show me a person who doesn't smile when they see one of these frames and I'll show you a person who hasn't bought a new pair of glasses since Bush was in office and doesn't intend to... and I don't mean George W.

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## Mini-me

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**WHO:** J. Crew's Crewcuts, Sean Jean Kids, Juicy Couture, premium denim brands like Paige Denim, Rock & Republic and Paper Denim and Cloth, and even luxury brands like Dolce & Gabbana's D&G Baby, Gucci and Little Marc from Marc Jacobs are just some of the brands taking **grown-up fashions down into the kiddie market**.

**WHAT:** Forget cutsie prints and cartoon characters, today's style savvy kids are demanding to be treated like grown-ups and that extends to their eyewear. Demand is high for **scaled down versions** of some **very adult styles** and frame designers are heeding the call. Grown-up **design motifs, shapes and colors** are where it's at this year when it comes to back-to-school eyewear.

**WEAR:** (Left to right) The Mister Pleasant optical frame from **Paul Frank** features all the brand characteristics the grown up collection boasts; whimsical interior coloring, updated vintage styling and a visit from the brand's mascot, Julius the Monkey, on the temple plaque. In lieu of a designated kid's collections, some brands are extending their size options to appeal to smaller faces, both adult and child. Such is the case with the **Sanford Hutton** collection's Rio sunglass from Colors in Optics, a scaled down and rounded version of an aviator, the Rio has narrowed the usual teardrop shape to al-

low the adult styling to accommodate the rounder cheeks of youth. What's more adult than "hogs" and skulls? The HD352 from **Wild Child by Harley-Davidson** from Viva marries both in a matte black metal frame accented with a shiny black bridge and rivets down the side, perfect for the kid with a little attitude. Ogi Eyewear is so on top of this trend they have introduced the "Mommy & Me, Daddy & I" capsule collection which mirrors some of their top selling adult styles in their OK Series; here the OK68 from **Ogi Kids** matches the 7142 style in the adult Ogi Innovation collection. The Thermal frame from **Digit** by ClearVision was made for the kid with the need for speed; flame racing stripes on the temple toughen up the other wise classic olive green acetate.

**WHY:** It is undisputable that children are growing up fast these days. Kids are trying to **mimic adults** in all manner of dress and getting your younger patients outfitted in a style they see adults wearing is a sure fire way to not only ensure wearing compliance but to keep them in a **style that will transition** with them as they mature over a few years. Luckily, today's fashionable parents think of their children as extensions of themselves and are happy to embrace the trend as well.

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