

# Americana

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**WHO:** Patriots, service men, rock stars, motorcyclists, the bold stripes of the Jil Sander Spring 2011 runway presentation, Dolce & Gabbana's miniature star print heavy Fall 2011 collection, nearly the entire collective works of Tommy Hilfiger, the Naked Cowboy, Captain America and every iteration of Superman ever imagined.

**WHAT:** Traditional stripes, spots and celestial stars. Plaid, Navajo patterns and rockabilly looks. Nautical motifs and equestrian prints. All these things and more are having a moment in fashion right now. It's a theme we like to call **Americana**, and like all great trends eyewear designers are on it.

**WEAR:** (Clockwise from top left) The **Skechers** BKCY-35 sunglasses from Viva International (available for Spring 2012) evoke "Old Glory" with its generous use of stars along the brow and temples. **Lucky Brand's** foundation is based in denim and what's more American than a pair of jeans? The Lucky Spectator optical style from REM Eyewear exhibits everything that is beloved about Lucky jeans—vintage-inspired styling and the perfect blue "wash." Gingham is a quintessential American pattern, but in fashion you have to be different to be noticed. Take the **Yves Saint Laurent** YSL2321/S sunglass from Safilo; it has turned gingham on its head by blowing up the scale and presenting it in a modern black and white coloration. **Polo Ralph Lauren** is a brand steeped in American heritage. Founded in 1967, it reflects the American lifestyle on a global scale and the Polo 3056 aviator from Luxottica doesn't disappoint with its red temples and stars and stripes logo. **Nike**

was founded in Oregon way back in 1964 and today this U.S. company is the world's leading supplier of athletic shoes and apparel. But the brand has not forgotten its roots; here is the Nike 7203 optical frame from Marchon in all its federal blue, navy and red glory.

**WHY:** In addition to the Labor Day national holiday, this September is a particularly **patriotic** one thanks to the marking of the 10th anniversary of the 9/11 terrorist attacks. Despite continued political inefficacy and squabbling, or perhaps because of it, people are now more aware of how great this country was, is and could be again. **Americana** themes have been perennial favorites in fashion but it seems now, more than in any recent memory, the country is **united in at least one thing... style.**

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