

Be Flat

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WHO: Magnets, metalheads, Sia and David Guetta, lightning bolts, Metallica, Bender, Alexander Skarsgård in Lady Gaga's Paparazzi video, Lady Gaga in Lady Gaga's Paparazzi video, lots of people in Lady Gaga's Paparazzi video (there was a lot of metal fashions and eyewear in that video!)

WHAT: A new generation of metal frames, often in vintage-inspired silhouettes, cut from a single sheet of flat metal which meld the best of a classic aesthetic with all the modern day conveniences.

WEAR: (L to R) Classic and modern all at once, the **Sama** Henri has all the earmarks of a retro frame; a P3 shape, antique gold finish and classic sensibility but it's been updated for today in the thinnest, most lightweight of titanium constructions. The brand new **Cody Air** line from the guys who brought you Zero G features many of Zero G's characteristics at a more accessible price point thanks to the flat sheet stainless steel construction versus titanium, the addition of a new patent pending screwless hinge and styling that's a bit more lighthearted; here we have the Huangtou in plum. The **Spy** Heath has it all; a large, retro shape complete with keyhole bridge and crystal acetate temples all paired with a fabulous, slick green flat metal front. The Tilo from **Götti Switzerland** is a filigree stainless steel frame in a throwback round shape combined with a distinctive, ergonomic plastic bridge that sits comfortably on the nose and the brand's innovative Spin & Stow temples. At first glance the Pally from

L.a. Eyeworks looks like chunky acetate style but in profile it is revealed for what it really is—a sleek flat metal frame with a retro shape in a slick liquid purple color.

WHY: Bold, heavy acetates have dominated the eyewear market for the last few years, and though they aren't going anywhere anytime soon, these **single sheet metal construction** frames feel **fresh and light in comparison** while hanging on to the retro-inspired silhouettes that are still so popular. Not to mention these styles feature many of the **tech-y features** that appeal to today's consumers (titanium, adjustable nose pads and screwless hinges, oh my!), as well as new manufacturing technologies that allow the application of color on metal that has not been possible before.

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ALL FRAMES SHOT BY: NIKKI GRAZIANO BLACK BOX STUDIO