

# style. PAGES

Who. What. Wear. Why.

DEIRDRE CARROLL / SENIOR EDITOR

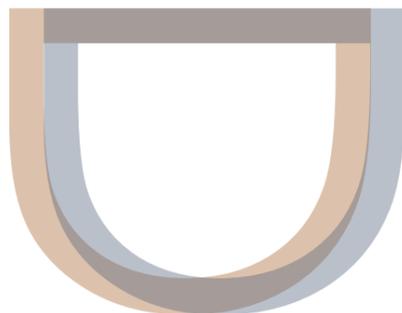
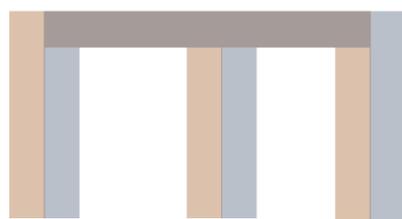
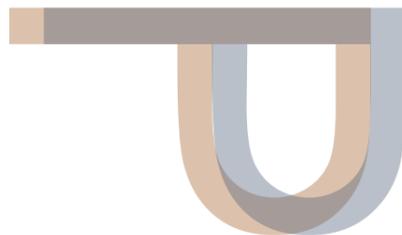
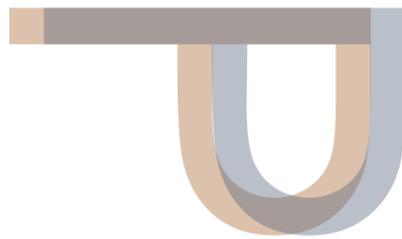
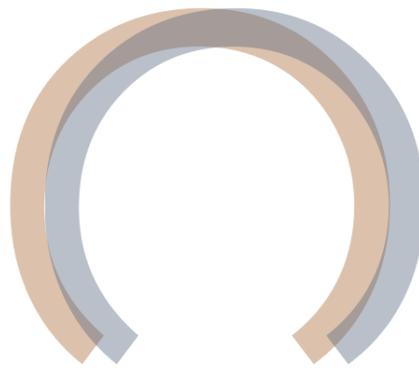
**WHO:** Those who refuse to invest in more than one pair of prescription frames; anyone who tires of swapping out their prescription glasses for sunglasses when they step outside, or worse, people who don't wear sun protection at all because of the inconvenience.

**WHAT:** Now let's be frank; clips are not new. However, the **increasing number of brands** that are considered "fashion" brands **offering a sun clip** is certainly providing a fresh take and renewed interest in an accessory generally relegated to practical necessity not **trendy must-have**. Companies like Hilco and Revolution, brands like Aspex's EasyClip and Viva's Magic Clip, and even labs offering customizable options, have kept the sun clip business healthy for many years, but now a new crop of **designer brands have adopted the clip as a high fashion accoutrement**.

**WEAR:** (Top to bottom) You don't get much more high fashion than Gucci, so you know when a brand like that adds a clip style to its new offerings we have a bona fide trend; enter the **Gucci GG 1044/S** from Safilo, a chunky, deep acetate ophthalmic style paired with a sleek gold rimmed tension sun lenses for the sexiest clip option ever. The **Dita Vultee** has matte black knurled eyerims and bridge in ultra-lightweight titanium with contrasting high shine gold details including a gold clip with gradient green lenses. The **Oliver Peoples Sheldrake** in buff crystal is undoubtedly a beautiful frame, in fact it even comes available as an optical or a sun, but just to make it even more compelling, Oliver Peoples also offers the Sheldrake with a rimless, flip up clip. Talk about choices. The Mulligan by **Original Penguin** from Kenmark showcases classic styling like a keyhole bridge, pin details on the end pieces and a wearable soft rectangle shape updated with a matte brown/grey coloration and tension clip which when attached gives the appearance of a double bridge. The **Calvin Klein Collection 7116MGB** in amber from Marchon has a contemporary rectangle shape and features a clip with tonal tinted lenses.

**WHY:** Optical retailers are always striving for that elusive second pair sale, and a sun clip provides flexibility for **those who do not want to invest in two separate pairs of prescription glasses**. Unfortunately, many people consider sun clips an outdated option, however, with the rise in fashion brands offering a selection of frames with clips it helps address these style concerns and **gives the clip some fashion cred**. Additionally, it only takes carrying two or three branded options as examples before a savvy ECP can make the case that **nearly any style** in their mix **can have a custom sun clip made**.

dcarroll@jobson.com



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