

# ABOUT FACE



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**WHO:** The Ready-to-Wear runway presentations of Christopher Kane Fall 2013, Carven Spring 2014 and Michael Kors Fall 2013 and Fall 2014 (camo fur!), as well as celebrities who run the gamut from Pharrell Williams, Rihanna and Kim Kardashian to Reese Witherspoon, Gwen Stefani and Sarah Jessica Parker

**WHAT:** It's in fashion, than it's out. Well it's back and it looks like it's here to stay for a bit. Normally reserved for battlefields or hiding in duck blinds, this time it's **less "gear" and more glam**. Not surprising when you know that iconic fashion designer Bill Blass spent his enlistment painting the pattern for the U.S. Army during World War II. Men's and women's, sun and optical, now the military's famous **camouflage print** has planted its flag in various forms on frames.

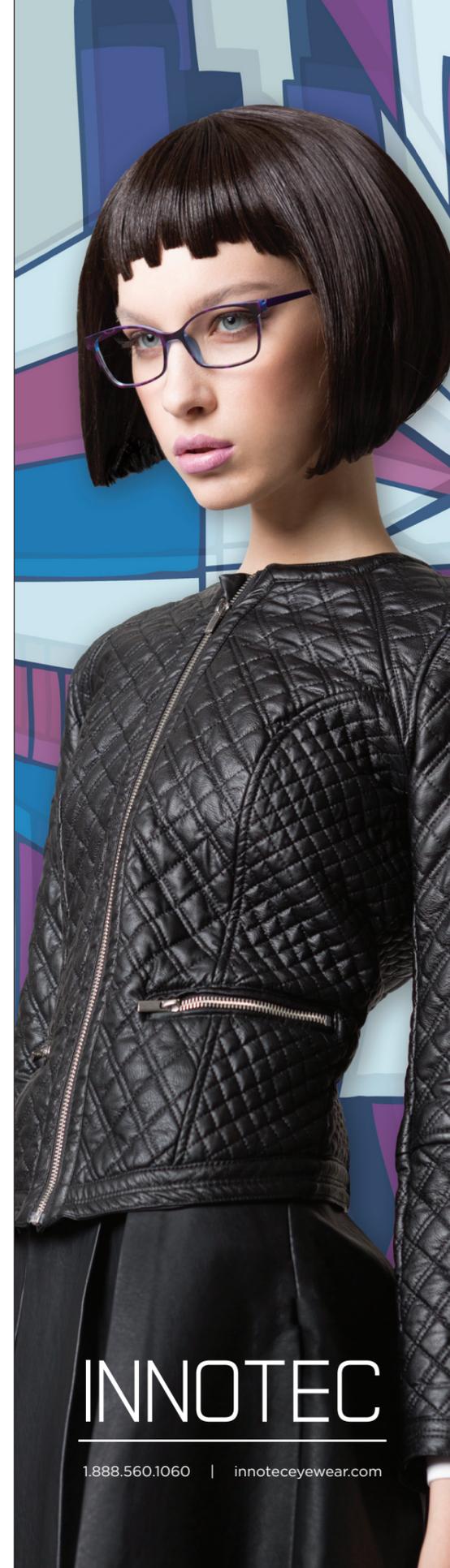
**WEAR:** (L to R) The classic **Ray-Ban** Wayfarer (RB2140) from Luxottica gets reoutfitted with its own set of fatigues, thanks to an actual overlay of camo fabric down both temples. You don't get much more glam than **Valentino**, therefore, the V670SC sunglasses from Marchon elevate the frames various colorful variations of camouflage to true elite fashion status. The **Evatik** 1039 sunglasses from West-Groupe look like they're straight out of some desert-based military operation with its olive, brown and cream mottled temples, but are strictly for the urban warrior. Lest you think only sunwear is having all the camo fun, **Ogi** is among one of many fashion-forward brands that's presenting the print in almost tort-like iterations of speckled greens, browns and blacks, shown here the 4811. Lastly, the **Lafont** Ostende sunglasses combine two military-inspired trends; camouflage and the aviator, but turn both on their head thanks to the use of fluo colors and acetate construction, respectively. All chains are **La Loop**; (l to r) style 638, ball chain in

sterling silver; 674P, Italian leather with silver plating; 689P, braided leather with antique silver plating; 629P, Italian leather with silver plating; and 680P, matte gun plated.

**WHY:** Camouflage is a **perennial trend**, a fashion staple—like leopard prints or tartan plaid—it will always come in and out of style. Its tendency to rebound back in vogue makes it a smart buy for frame aficionados that like to **build a timeless wardrobe of eyewear** they can come back to again and again. Luckily, thanks also to the mix of colors, often neutrals, camo eyewear is nearly guaranteed to **go with everything in a wearer's closet**. Ironically, thanks to its prominent placement on the face, one thing is guaranteed, camouflage eyewear is one way of ensuring your customers absolutely **stand out in a crowd**.

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ALL FRAMES SHOT BY: RACHEL REDMON BLACK BOX STUDIO



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