

DOUBLE VISION

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WHO: Kate Spade's kitschy print, fashions from mass retailers like Roxy, Modcloth and ASOS, my mother who used to wear her regular plano sunglasses over her glasses (I put a stop to that as soon as I got this job).

WHAT: Eyeglass prints have been a novelty in fashion for a few seasons. It has now gotten very Meta as eyewear designers have begun outlining a frame on an actual frame. This season frames are giving us **double vision** thanks to these "frame-in-frame" constructions that give the appearance of dual frames all in one.

WEAR: (Top to bottom) The **Mykita + Maison Martin Margiela** MMDUALoo2 acetate frames have the appearance of a frame within a frame thanks to the use of different colors, finishes and a raised "rim" that outlines the interior "frame." The **Theo** Brigitte, part of their "Like a Diva" collection, literally embeds one dainty ophthalmic frame in a blockier sheet of contrasting acetate. The **Vera Wang** Ondra 2 sunglasses from Kenmark clearly delineates two frames one in white and one in a high contrast black that even includes its own keyhole bridge detail. The **Balenciaga** BA0004 from Marcolin USA is more lens-in-lens than frame-in-frame but still plays nicely into this duality trend with its contrasting lenses set in a single shield. The house of **Fendi** is known for its plays on proportion and construction and its eyewear is no different; here the FF0029/S showcase a smaller, vibrant blue, classically shaped frame "floating" in an oversized angular crystal sunglasses.

WHY: Fashion has long been rife with optical illusions, trompe l'oeil and tricks to deceive the eye. Pair that with a "two is better than one" philosophy and this trend makes selling your customers a new pair of frames **twice as nice**. Besides who doesn't like the feeling of getting two of something for the price of one?

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ALL FRAMES SHOT BY: RACHEL REDNOR BLACK BOX STUDIO

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