

# Eyewear Trends

## Summer 2011

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### What's Trendy Now?

While some trends never go out of style, 2011 brings in a slew of new eyewear fads that push the limits of go-to favorites and spice up traditional looks. Bold and vibrant colors are the name of the game this year, and in terms of style, the flashier, the better. Feeling adventurous? New round shapes, a la John Lennon, will dominate in 2011. Fashion risk-takers will relish in dazzling details, bursts of color, and shapes inspired by the groovy 1970s. Prefer a simpler look? Light, rectangular frameless styles offer a sophisticated appearance and are still very chic. This year's fashions have something for everyone while offering wearers the opportunity to experiment, take chances and have fun!

### Go Bold

Bright colors rule when it comes to frames. Purple, yellow and pink top the list of fashionable colors for women. Red accents and vivid purple frames in many shades will be a hit. Even the more conservative eyeglass wearer can find a shade of purple that suits her coloring. Women can expect to see retro styles, like cat-eye shapes, making a big comeback in 2011. Those not daring enough to display the full cat-eye can enjoy more relaxed subtle forms. Sunglasses in the squared oval shape will dominate as the sunny weather approaches. Dedicated trendsetters will flaunt oversized butterfly shapes and rose-colored tinted lenses.

### Sporty yet Sleek

For men, the retro trend carries over, with looks that honor classic seventies styles with just a hint of modern expression and detailed textures. In addition to the round shapes that have made a comeback, expect to see rich, wooden frames and warm hues. Men will also see new showy fashions. The Shield style, featuring a more detailed frame bridge, will be a big hit for men this year. Aviators offer a sleek look and sunglasses with thicker plastic will be popular. Sportier styles, including mirrored lenses and more casual shapes, will push the limits of conventional men's frames. Dark and mirrored lenses are also in vogue for men, adding a touch of mystery to his overall look. For those who want to consistently look sharp, crisp, clean styles are a classic and will remain so in 2011.



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