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THE **TOM DAVIES**
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NEW PRODUCTS

TRENDS

IN LIVING COLOR
In conjunction with its 30th anniversary, Emporio Armani presents two iconic silhouettes in breathtaking, modern bursts of color.



SHADES OF DISTINCTION

1 PQ EYEWEAR: A FRAME OXFORD CIRCUS

Target Customers: Individuals who want distinctive state-of-the-art design paired with innovative functional features **Special Features:** New eyewear line created by architect and designer Ron Arad; included is the A Frame style which features a center bar that can be raised, allowing adjustments to accommodate all face shapes **Pricing:** \$5555
www.pqeyewear.com

2 SÁFILO USA: EMPORIO ARMANI 9837/S & EA 9838/S

Target Customer: Individuals seeking dynamic, colorful eyewear in classic, iconic designs **Materials:** Plastic **Special Features:** Two-style collection consisting of EA 9837/S (inverted round) and EA 9838/S (shield) in translucent, lightweight materials; colors range from pink, red, purple and green to brown, shiny gray and smoke gray **Pricing:** \$55
(800) 631-1188/www.mysafilo.com

3 OGI EYEWEAR: SERAPHIN EXCELSIOR

Target Customers: Fashionistas who appreciate eye-catching style that's reminiscent of 1960s Hollywood glamour **Material:** Plastic **Size:** 55/17 (140) **Special Features:** Leather hard case and micro-fiber cleaning cloth **Pricing:** \$555
(888) 360-1060/www.ogiframes.com

4 COSTA: TIPPET

Target Customers: Women sport enthusiasts who want sport sunglasses that look great and function at peak capacity **Special Features:** Designed specifically to fit women; lens options include Costa's premium polarized 580 lens technology and its 580 Rx program; spring hinges; no-slip HydroLite nose pads **Pricing:** \$55-\$5555 (depending on lenses)
(800) 467-3700/www.costadelmar.com

5 KIRK ORIGINALS: SUNBEAM AND BEAM COLLECTIONS

Target Customers: Style leaders who want bold colors and expect the latest in technology **Special Features:** New collections made entirely of acrylic with no reinforcing temple wires to detract from the overall look; a new color process allows hues to merge and separate, giving each frame a distinctive, personalized look **Pricing:** \$5555
www.kirkoriginals.com

6 MORGENTHAU FREDERICS: 25TH ANNIVERSARY LIMITED EDITION COLLECTION

Target Customers: Morgenthal Frederics devotees and individuals seeking iconic, handcrafted designs **Materials:** Buffalo horn **Special Features:** Four limited edition styles—The Chet, The Flange, The Mini and The Rhoadsy, all from the brand's first collection created 25 years ago; each style will be limited to 25 pieces; colorations were made exclusively for the collection **Pricing:** \$5555
www.morgenthalfrederics.com