

Just BROWSING



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WHO: Sunglass aficionados who have already invested in the classics and are **looking for something new.** Those who demand attention. Fashionistas who fell in love with the Prada or Alain Mikli “Brows” sunglasses of last season but are looking for something a bit less avant-garde and more **wearable for everyday.**

WHAT: Not your typical “Browline” style of glasses made famous by Malcolm X, this trend is more about something you may have seen on a ‘70s playboy or a style reminiscent of a cinematic interpretation of a futuristic world. What ties this trend together is the use of a **bold, usually straight, brow line** highlighted by **metal accents, laser etching** or **the use of color.** These styles are thick with clean lines and a strong brow and are perfect for those who crave attention.

WEAR: (Clockwise from top left) Charmant’s new 2011 **Trussardi** Sunwear collection remains very true to the brand’s roots in luxury leather goods by using inspiration from their leather throughout the collection. In the Trussardi TR12801 sunglasses, this heritage is reflected in the use of an exotic snake skin pattern etched along the thick brow line and continuing down the temples. The **Stella McCartney** SM3004 sunglasses from Luxottica don’t just exaggerate the brow, they over exaggerate it by bowing it upwards in a curve that mimics the hairline, and then they go even farther by adding an acetate sweat bar and filling in the empty space left by the large double bridge with lens material. The **William Rast** WRS2018 in acetate from Viva International’s 2011 launch collection features a triple laminate design highlighted by a laser etched horizontal line tracing the brow which reveals the contrasting color below. MARR International will launch the **Givenchy** Sun collection in

the U.S. in January 2011. Marked by the French brand’s distinctive elegance and modernity, styles like the SGV685 (shown here) blend characteristics like metal inserts on square frames to produce a striking result. The **Juicy Couture** Glimmer/S from Safilo epitomizes this trend with its colorful brow line details that carry over onto its temples; a distinctive, Aztec-inspired pattern draws attention to the strong brow while keeping this ladies style distinctly feminine.

WHY: Generally unisex, the more **robust lines** of these styles are a departure for those who have already invested in a staple aviator, oversized glamour style or classic round or rectangle frame. The color, pattern and/or metal accents on these styles make this trend even a bit more special. On the practical side, a **strong brow bar** will draw attention away from a large forehead, which is important if you can count Tyra Banks or balding men among your clientele. ■■

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