



Brooks Brothers Revisited

Brooks Brothers has consistently set the standards for classic American styling for 190 years. Building on its history, Brooks Brothers continues to uphold its reputation as an institution based on heritage and value, quality, and customer relationships by refocusing its eyewear collection.

This spring, the line produced by Luxottica is introducing retro influence on the modern segment of Brooks Brothers eyewear. This is a departure for the brand—the new collection is '50s inspired and has more of a vintage and sophisticated feel and look to it.

Previously, the eyewear line was largely metal, but the relaunched collection is adding combinations of metal and acetate. In addition, color and special detailing have been added, including the repp tie stripe pattern and the Brooks Brothers Pen treatment aesthetic.

In terms of shapes, the collection is moving from smaller, round models to the addition of rectangles for a fuller variety of shapes. The revisited collection consists of several segments:

MODERN SEGMENT: Designed to appeal to a younger demographic, the Modern Segment includes updated styling for an up-to-the-minute feel with a distinctly clean execution. These styles also feature the Brooks Brothers fleece logo.

CLASSIC SEGMENT: "Gentleman" styling, such as coining detail and repp tie interpretations, comprise the Classic Segment. Three-piece mounts in titanium are updated with rich colorations.

The updated collection will also feature new ad campaigns and P.O.P. materials.
INFO: 800-422-2020, luxottica.com



7 OGI

MODEL: Ogi style 9071
MATERIALS: Acetate, metal
SIZE: 53/17-145
COLORS: Black stone, blue stone, red stone, brown stone
MARKET: Women
INFO: 888-560-1060, ogi.com

9 EASTERN STATES EYEWEAR

MODEL: Thierry Mugler Eyewear style 9267
MATERIALS: Acetate with monel adornments
SIZE: 50/19-131
COLORS: Brown tortoise, blue tortoise, red tortoise
MARKET: Women
INFO: 800-645-3710, eseyewear.com

Reptile



MODEL: Basilisk
MATERIAL: Monel
COLORS: Black on black/red and chocolate on chocolate/lime
MARKET: Unisex
INFO: 800-625-1880, reptilesun.com

