

Signature Eyewear Marketing News

Signature Eyewear's Carmen Marc Valvo Brand

Carmen Marc Valvo favors khaki



Runway Rainbow

Inspired by everything from childhood memories to vacation spots, a handful of designers reveal what they have in store for Spring 2010.

TOMMY HILFGER

"The California coast line, drawing from the feel of a boardwalk and the sand beneath it—colors are reflective of the calming fun you have during a day of the beach."

COLORS: Sea blue, peach, and pink.
SIGNATURE COLORS: Red, white, and blue.

ADRIENNE VITTADINI

"The crystal blue waters of Capri."

COLORS: Aqua, deep navy, serene aquarium blue, jungle greens, lemon lint (a bright chartreuse), sycamore (a deep green), khaki, and light shell.
SIGNATURE COLOR: Aquarium blue.

SADGLEY MISCHKA

"Billie Holiday."

COLORS: Scarlet, fuchsia, dusty lavender, ebony, and ice white.
SIGNATURE COLOR: Scarlet.

CARMEN MARC VALVO

"New York—the ultimate urban jungle."

COLORS: Warm khaki and metallic gold.
SIGNATURE COLORS: Khaki and gold.

HANITTE ILPURI

"Childhood memories of a country garden sunset at a seaside summer home."

COLORS: Citron, firefly, tea rose, copper, fog, petrol, and sea salt.
SIGNATURE COLOR: Firefly.

BABY PHAT (Kimora Lee Simmons)

"The mystery and color of Morocco—this is a story about 1970s silhouettes showered with accessories and vibrant details; raw stones also play an integral part in our collection, alongside colorful ethnic prints."
COLORS: Eclectic tang, paradise pink, sand, and violet.

SIGNATURE COLOR: Eclectic tang.

Carmen Marc Valvo shares fashion color philosophy in *Eyecare Business Magazine's* February issue

Carmen Marc Valvo is one of the featured designers in the *Eyecare Business* story on hot colors for Spring 2010. Vibrant hues mixed with muted neutrals are at the forefront of the 2010 color palette. New frame styles will reflect this color direction.