

# Brand New

**COOL FOR KIDS.** Summertime means longer, sunnier days with children needing quality optical protection and clarity just as much as adults. **Bollé's KIDS collection** meets this need with advanced lens technology and an extra measure of durability. Each style is shaped to fit the contour of smaller faces. Frames are constructed of grilamid TR-90 nylon and are durable, flexible, and lightweight. Molded polycarbonate lenses offer 100% UVA/UVB protection, superior optical clarity, and impact resistance. Proprietary Carbo-Glas™ coating offers scratch resistance, which is essential in children's eyewear. **GET IT NOW: BOLLÉ, 800.222.6553,**

**BOLLE.COM**



**WHERE THE ACTION IS.** 7EYE adds three new models to its successful **Active Lifestyle Collection: Shaun** and **Duke** for men and **Lily** for women. Shaun is a big, brawny wrap with superior peripheral range and great coverage. It comes in translucent dark tortoise, deep mahogany, and a two-tone black tortoise. Duke has eye-catching pin-striped black and white temples for attitude that's formal yet fun. It's available in a unique black and ivory pattern. And the feminine Lily boasts daring style with round lenses, a fashionable front, and bold badging. All frames are offered with a variety of NXT® lenses. **GET IT NOW: 7EYE, 925.484.0292, 7EYE.COM**



**MODERN MASCULINITY.** **Dakota Smith Los Angeles** is not merely an American eyewear brand, it's an attitude. For the trendsetting man, this collection defines urban cool with a modern aesthetic combined with iconographic elements. **Anthem** is a contemporary interpretation of the Clubmaster, featuring tooled metal details and a tooled hinge system. For fans of the rectangle eyeshape, there's **Assurance** with tooled endpieces and handmade acetate temples. Acetate model **Endeavor** offers a hint of vintage with tooled endpiece details and handmade acetate temples. And for those seeking a retro aviator, look no further than the **Enterprise**. All styles feature a custom Dakota Smith tip profile and logo plaque. **GET IT NOW: SIGNATURE EYEWEAR, 800.765.3937, SIGEYE.COM**



**SEEING PRETTY.** The newly launched **kensie Eyewear collection** presents four sunwear styles that are pretty enough for any persona. **Here i am** combines a metal front with colorful zyl geometric-patterned temples in a butterfly-shaped sunglasses. **Love to play** is an artistic style decorated with an elegant, interior colorful pattern. A stylish, girly frame, **me myself and i** has journal writings on the interior temples. **New hollywood** is a vintage-inspired oval-shaped sunglasses. It highlights color-blocking temples with a stamped kensie logo. **GET IT NOW: KENMARK GROUP, 800.627.2898, KENMARKOPTICAL.COM**