



Luxury in Style

Summer looks, fall trends, there's lots going on in luxury optical for the rest of 2009. *Eyecare Business* sat down with stylist Jennifer Rade, luxury retail chain Ilori's brand ambassador, to go over the basics and beyond.

EB: What are the main looks in luxury optical heading into the fall?

JR: Vintage is one of the strongest trends presented in most of our designer collections. Reminiscent of the past, cat-eye styles are transitioning from summer to fall, and

oversized square shapes à la Jackie O are making a huge comeback. John Lennon-style round frames are all the rage for the fashion risk taker, and most luxury brands, including Tiffany & Co. and Chanel, have their own version of the iconic wayfarer.

EB: What trends will we see in luxury fashion going into the fall?

JR: From neons to structured shoulders, fall fashion is a modern interpretation of what we've seen before. A blast from the past, '80s revival trends include shiny materials,

bold colors, and rich fabrics. Sculpted dresses and graphic detailing dominated the runways, and will be important elements of fall style.

EB: What about the size of sunglasses? Where's it heading?

JR: While oversized sunglasses are always a hit, gone are the days where frames hide your entire face. Shapes that complement your features are much more important than getting the absolute biggest sunglass style you can find.

Unusual designs and silhouettes such as hexagon shapes and bold rims are prevailing as the styles to look for over just size alone.

EB: Is there a next big thing in term of sunwear styles?

JR: Bold colors and unexpected textures and designs are the future for sunglasses. Designers are having more fun with their collections, and no wild pattern or neon frame is too much.

From swiveled temples to dramatic cat eyes, eyewear will continue to be an outlet for creativity and an extension of one's personal style. **EB**

CELEB STYLE DRIVERS

EB: Can you point out any celebrity's style as really driving luxury looks?

JR: Rihanna is unstoppable. She really lets her personality show through her clothing and accessories choices. Her beautiful complexion, great hair, and edgy style allow her to pull off almost any sunglass style, and her favorites include Balenciaga wayfarers and Chloe cat-eye frames. Anne Hathaway always looks amazing, and has started to experiment with fashion in a good way and she always finishes her outfits off with the perfect pair of sunglasses. Oliver Peoples and Tom Ford shades are must-haves for her.

Beyoncé is a trendsetter as well and isn't afraid to take risks and be the first to try a new style or frame shape. Whether it be the foldable Persol or a classic pair of Chaneles, Beyoncé always pulls off great eyewear. And the always inspiring Gwen Stefani really has fun with her style. She has the ability to initiate trends with one final addition to her outfit, whether it be futuristic Valentino aviators or the Prada "Butterfly."