



EYEWEAR TRENDS

SPRING/SUMMER

2013

For internal use only

THE CONTENT: What is this presentation about ?
7 top trends for ss 2013.

OBJECTIVE: Why this presentation ?

- 1 We need to know what happens in the market.**
- 2 To show you that the safilo brands are in line with the main trends of the market for ss 2013.**

USE: What does this presentation represent ?
A tool that can be used during training sessions.

SS 2013 TRENDS OVERVIEW

RETRO / 60s and 50s ARE BACK : Vintage styles glasses have been the top trend for the last couple of seasons, so you can expect lots of **round** frames and **cat eyes** on the street. Also the iconic **wayfarer** style has made its way into every collection out there.

MATERIAL: Transparent Plastic plays a key role.

PATTERN: feminine, playful, colored **prints** on the temples will be very cool, from **leopard** to **turtle** to **polka dots**.

COLOR BLOCKING: The term means several different colors on **ONE article**. SS 2013 is the season for **color blocking** so expect to see a rainbow of colors out in force.

ALL THESE TRENDS WILL BE VERY POPULAR NOT ONLY IN THE EYEWEAR BUT ALSO IN FASHION.

4 - 9..... **ROUND**

Circular silhouettes range from oversized to retro-inspired rounds.

10 - 15..... **CAT EYE SHAPE**

Cat-eye glasses remain a staple in both subtle and exaggerated silhouettes.

16 - 18..... **ICONIC WAYFARERS**

Iconic wayfarers are the essence of cool with new oversized proportions and reflective lenses.

19 - 21..... **EVERY DAY MIRRORED SUNNIES**

Mirrored sunglasses are set to be the next “must-have” sun-evading eyewear.

22 - 26..... **NATURAL MARKINGS**

The classic natural markings of tortoise shell re-emerge as a key pattern for accessories and eyewear.

27 - 31..... **TRANSPARENT PLASTIC**

Transparent plastic is a clear winner for S/S 13.

32 - 36..... **COLOR BLOCK**

Different color components update sunglass offerings.

ROUND

ROUND



Circular shapes
range
from oversized to
retro-inspired
rounds.

Rimless, or thin
plastic or metal
frames / 60s
influences are
evident in thick,
colorful plastic
Frames.



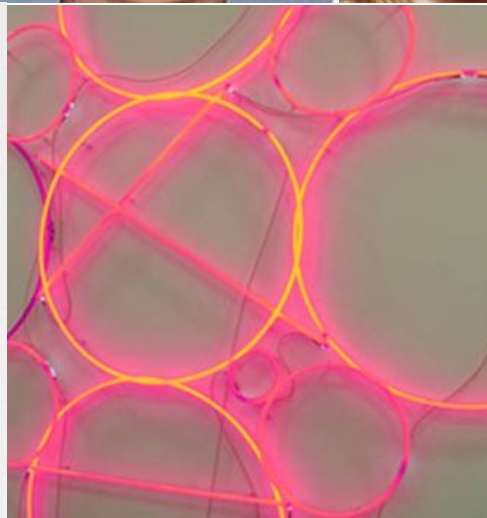
ROUNDAABOUT



Marc Jacobs SS 2013



Moschino SS 2013





GG 1038

GUCCI



BOSS 0518

BOSS
HUGO BOSS

ROUND

In general, men's styles are becoming rounder / Vintage small round styles look neat / Professor-style / Smaller lenses creates a granny effect.



MJ 463/S

MARC JACOBS



MARINE/S

JIMMY CHOO

ROUND

Round sunglasses
evolve via outsized
proportions that
remind of the 60s
Mod* movement.

MOD: from modernist, is a subculture
that originated in London, in the late
1950s.



MARC JACOBS

MJ 473/S

Man model presented in the MJ man look book SS 2013



CARRERA
RACING SINCE 1956

CA 6008

POP STYLE

ROUND



CAT EYE SHAPE

50s fashion enhances the femininity.

Cat-eye glasses remain a staple in both thin and exaggerated silhouettes.

Oversized or slim line.





Dolce&Gabbana SS 2013



Mc Queen SS 2013

50s: RETRO IS A
NEW PHENOMENON



Vespa designed
by GAP



The 50s Smeg fridge is the
symbol of the italian creativity



Safilo proposal



BRILLANCE

Dior



DIOR DEMOISELLE 1 AND 2

FASHION SHOW STYLE SS 2013

Dior



MARC BY MARC JACOBS

MMJ 350

STYLE FROM FW 2012 CATWALK

CAT EYE
SHAPE

Pearls, crystals
and studs
decorate wing-
flicks and
topbrows.



TITA/S

JIMMY CHOO



JC 80

JIMMY CHOO



MJ 468/S

MARC JACOBS

CAT EYE
SHAPE



GG 3633/S

ADV STYLE

GUCCI



GG 3635/S

GUCCI



MJ 481

MARC JACOBS

CAT EYE
SHAPE



ICONIC WAYFARERS

Iconic wayfarers are the essence of cool with new oversized proportions and reflective lenses.

Shiny, matte or milky acetate
/ Tonal color blocking for novelty / Matching lens and frame color adds newness / Flat toplines are fashion forward.



Tommy Hilfiger SS 2013



TH
1985/B/S

Safilo proposal

TOMMY  HILFIGER

I C O N I C
W A Y F A R E R S



2310/N/S

SAINT LAURENT
PARIS



0526/S

BOSS
HUGO BOSS



EVERY DAY MIRRORED SUNNIES

**Mirrored lenses and
their sporty roots enter
the mass market
arena.**

**Vibrant, colored tints –
green, yellow, blue,
pink, purple.**

**Classic wayfarer
silhouettes
dominate the scenario.**

A woman with long, wavy brown hair is shown from the chest up. She is wearing large, reflective sunglasses that show a distorted reflection of the surroundings. She is also wearing a white V-neck top and a necklace made of small, colorful beads. The background is a bright, out-of-focus outdoor scene with green foliage and a blurred figure of another person in the distance.



Safilo proposal



CARRERA 5002

POP STYLE

CARRERA
RACING SINCE 1956



CARRERA 5001

CARRERA
RACING SINCE 1956



MMJ 356/S

MARC BY MARC JACOBS



MMJ 357/S

MARC BY MARC JACOBS

EVERY DAY
MIRRORED SUNNIES

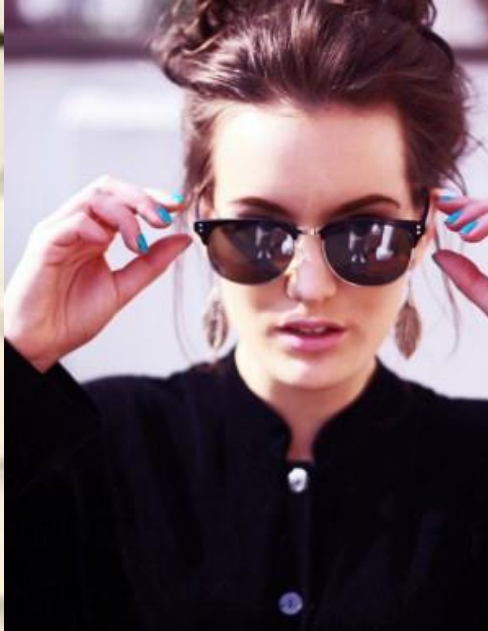
Iconic
wayfarers are
the essence of
cool with new
oversized
proportions
and reflective
lenses.



NATURAL MARKINGS

The classic natural markings of tortoise shell re-emerge as a key pattern for accessories and eyewear.

Tones range from amber to lighter cream and dark brown or black contrasts.



NATURAL MARKINGS

Key styles include cat eye,
wayfarer, round
geometric and club-master.



Roberto Cavalli SS 2013



Safilo proposal



GG 3609/S

GUCCI



WILEY/S

JIMMY CHOO



MMJ 353/S

MARC BY MARC JACOBS

NATURAL MARKINGS

Classic animal patterns are an essential in natural and re-colored spots. SAFARI LOOK will be popular this coming season.



50E HA
MJ 468/S

MARC JACOBS



MM HAWAII
ADV STYLE SS 2013

MaxMara
OCCHIALI



ELY/S
ADV STYLE SS 2013

JIMMY CHOO

**NATURAL
MARKINGS**



TRANSPARENT PLASTIC

Transparent plastic is a clear winner
for S/S 2013.

Translucent or opaque qualities /
Clear or colorful lenses and frames /
Tinted shields are an important
direction for S/S 13.

Transparency
is the key this season to keep
accessories light and fresh.

TRANSPARENT PLASTIC

The industrial
production of
plastic
(which started in
the 50's) has its
own BOOM right
now!





ALEXANDER MCQUEEN



DIOR



CARRERA 5000

CARRERA
RACING SINCE 1956



MMJ 360/S

ADV STYLE

MARC BY MARC JACOBS



182/S

ADV STYLE

MAX&Co.



BO 0115



MMJ 352/S

MARC BY MARC JACOBS



TH 1197/s

ADV STYLE

TOMMY  HILFIGER

COLOR BLOCK

Different color components update sunglass offerings.

Contrasting colors for face frames and temple bars /
Bright color emerges and exaggerated shapes
highlight blocked looks.





COLOUR
BLOCK
TREND..





Fuorisalone 2012: Table color block Lialiana Ovalle



Gucci SS 2013



Burberry SS 2013



Michael Kors SS 2013



Sebago color block boat shoes



181/S

MAX&Co.



GG 3615/S

GUCCI



CARRERA 6004

CARRERA
RACING SINCE 1956

COLOR
BLOCK

Contrast color
temple
bars are
a key direction.



GG 3613/S

ADV STYLE

GUCCI



TH 1192/S

TOMMY  HILFIGER











































































COLOR BLOCK

Color blocking
does not mean
that you have to
only choose
bright colors.
You can color
block in soft
shades.

Are the Safilo Brands in line with the top Trends for SS 2013



Trends SS 2013 REL. January and April 2013

Brands	Round	Cat eye	Wayfarers	Mirror lenses	Natural markings	Transparent plastic	Color block
PCA							
MARC BY MARC							
MARC JACOBS							
MAX MARA							
MAX&CO							
GUCCI							
JIMMY CHOO							
CARRERA							
THF							
SL*							
DIOR							
HUGO BOSS							
BOSS ORANGE							
OXYDO							

* SL carry over styles follow most of the trends



Thank you!

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