



# MARKETING NEWS

• WHAT'S GOING ON IN THE WORLD OF SIGEYE?

## Forbes

STYLE & DESIGN | 11/08/2013 @ 5:10PM | 2,539 views

### The Hottest Trends In Eyewear For 2014

#### The Aquatic Look

Inspired by the ocean, this trend features vibrant blues, turquoises and teals. Frames from [Vera Wang \(Asuka\)](#), [Icon Eyewear \(75364\)](#), [Kaenon \(602\)](#) and [Michael Stars \(Iconic Stylist\)](#) draw upon these watery hues. Designers such as [Scott Harris \(V-25\)](#) and [Prodesign \(4134\)](#) pioneer the floating lens effect, using partially clear frames and minimalism. Cloudy sea glass-textured frames from [Superdry \(Comets\)](#), [Vera Wang \(Chrysanthe\)](#), and [Corrine McCormack \(Zooey\)](#) bring the oceanic look home.

ICONIC STYLIST

Michael Stars



**Michael Stars style *Iconic Stylist* included in *Forbes* online article, “*Hottest Trends in Eyewear for 2014*”!**