

> **fashion**

# Eyewear



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As readers and sunglasses alike become the norm, style variations increase in range.



We rarely think about our eyes, and when we do, it's for an annual doctor's visit and nothing more. The National Eye Institute predicts 14 million cases of vision impairment within the US alone by 2050, meaning that there's no shortage of people who need retailers to remind them about the gift of eye protection.

## Reading the Trends

Over-the-counter readers are an easy gift to give. Not only do they help clear up any blurry screens and make reading a book enjoyable, they're another opportunity to express a sense of style. Frames with floral prints are on the rise, nodding to the Boho chic trend, while clear or matte frames downplay the appearance of glasses for both men and women with more modern tastes. As with other fashion apparel and accessories, animal prints are making a comeback, as well. Allowing consumers to shop by silhouette shows a sense of thoughtfulness as they match their style to what looks best for their face shape.

## Stylish Sun Protection

As past styles become new again, sunglasses provide an accessory for play. According to The Vision Council, 215.3 million Americans wear non-prescription sunglasses and 52 percent regularly use two or more pairs of sunglasses. Styling looks based on decades can highlight how a cat-eye frame from the 1950s can be playful and coy, while aviators and rounded frames add a groovy twist. Smaller frames with blue and yellow tints are seen more frequently on the catwalks and pay homage to the 1990s and early 2000s, adding a fresh, unexpected element to an ensemble.

## Pulling Double Time

The more screens are required for work; the more eyewear is needed for more than play. Yellow-tinted computer glasses with anti-glare features are especially popular to help combat eye strain from too much screen time. And since wearers use them at work, it's pivotal that they still be stylish. While sunglasses can maintain a creative outlet for fashion statements to be made, readers and computer glasses are needed for everyday use. The Vision Council determined that 36.8 percent of Americans regularly use two or more pairs of eyeglasses, so featuring frames and styles that are as individual as the person who wears them will make an impression.