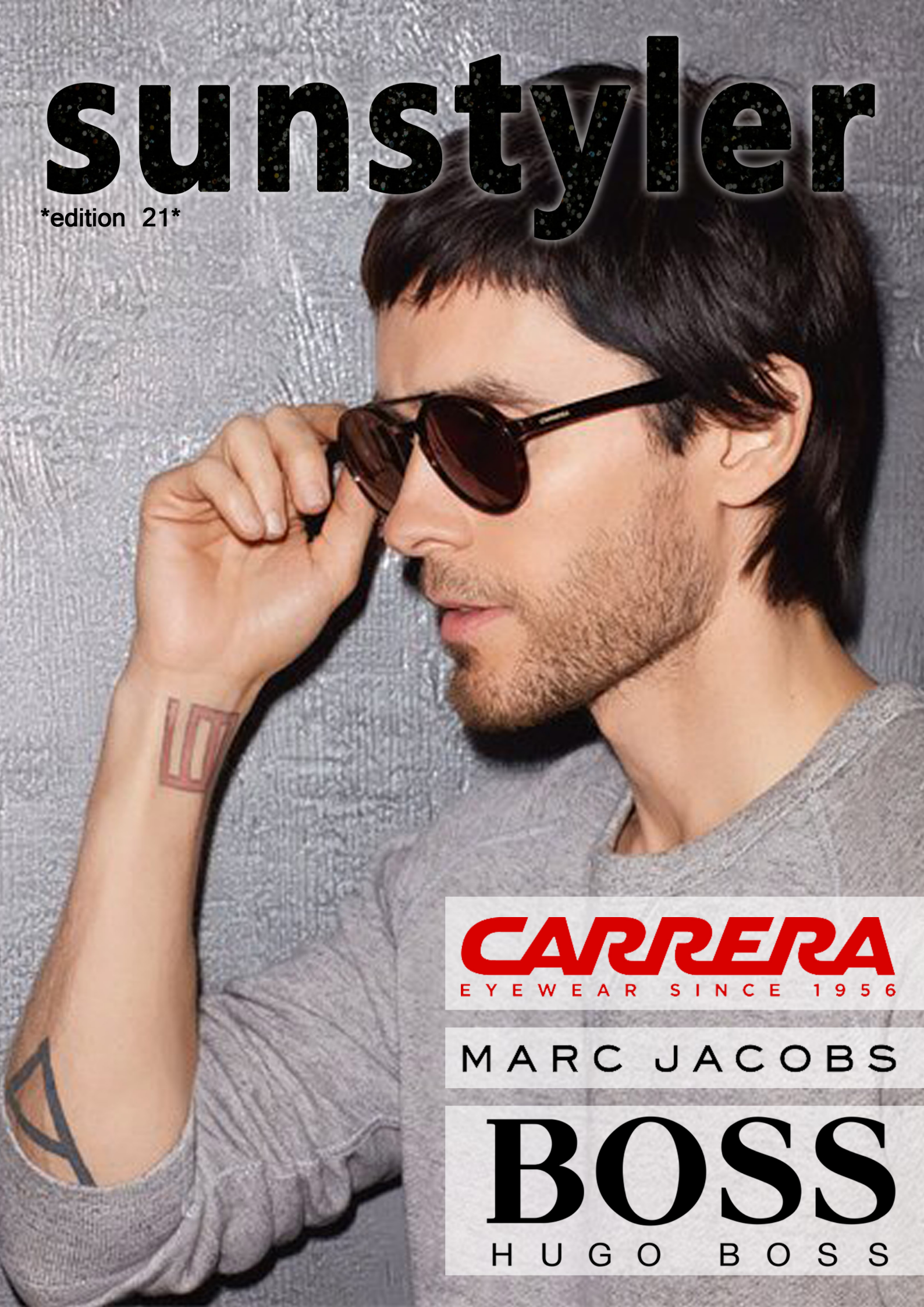


sunstyler

edition 21



CARRERA
EYEWEAR SINCE 1956

MARC JACOBS

BOSS
HUGO BOSS

NEW SEASON

➤ Carrera

Since 1956, Carrera lives in the fast lane. Inspired by the Carrera Panamericana car race in Mexico. Front man, Jared Leto is the current face of Carrera and embodies the bold, authentic and innovative spirit of Carrera.

➤ Marc Jacobs

Marc Jacobs launched his signature Marc Jacobs Fashion line in 1986. His designs injected a sense of whimsy and eccentricity into luxurious, trend-setting styles and continues to shape the boundaries of American fashion.

➤ Hugo Boss

Hugo Boss is a German luxury fashion house, founded in 1924 by Hugo Boss. The eyewear range includes sleek frames and modern silhouettes, crafted from lightweight acetate and polished metal. Signature BOSS detailing completes every elegant design.

Carrera

Carrera's passion for pushing limits and living life in the fast lane began in 1956 when it was inspired by the Carrera Panamericana a car race held in Mexico which at the time was the longest, fastest and most dangerous in the world!

This fashionable sport brand was founded by Wilhelm Anger in Austria who was a pioneer in frame technology. In 1964 Wilhelm developed and patented the material Optyl which is a frame material that weighs around 20% less than acetate (which is another popular material that sunglasses are made of). Optyl also is tougher and adapts to the face of the wearer, it can even be heated to 350C without being damaged – only for a short time though! One last reason that Optyl is so great is that it is hypoallergenic so it doesn't have plasticizers (great for customers with sensitive skin!) and is given a special coating that is resistant to perspiration and cosmetics.

Carrera has confirmed the Academy Award Winning actor and recording artist Jared Leto as the star of the 2017 Carrera Eyewear campaign. Jared Leto fully embodies the bold, authentic and innovative spirit of Carrera, that since 1956 is synonymous with outstanding design translated into qualitative products, for people with a winning attitude.

A close-up portrait of actor Jared Leto. He is wearing dark, wrap-around sunglasses and a dark jacket. He is holding the right side of the sunglasses with his right hand. The background is a textured, light green wall.

JARED LETO

THE NEW 2017 CAMPAIGN

MARC JACOBS

Marc Jacobs

After 30 years Marc Jacobs continues to unabashedly shape the boundaries of American fashion. The indefinable characteristics of his namesake label are the result of a certain unique, uncommonly frank and brilliantly outspoken perspective.

Marc continues to explore the beauty in the unexpected and convey the luxury that exists in the everyday. At the core of the company's values is his belief that we are each the star of our own movie, and through the joy of the ritual of fashion, makeup and fragrance, we can help further define our individuality and personality.

Marc Jacobs continues to offer fashion and accessories through a broad spectrum of accessibility without compromising honesty and integrity.



SPRING 2017 AD CAMPAIGN - THE MUSE

A campaign celebrating her authentic irreverence, meet Marc's muse — Frances Bean Cobain.

"Few things remain as constant as my continued inspiration from those whose honesty, integrity, courage, and curiosity lead them to explore and venture beyond preconceived boundaries." — Marc Jacobs

"I'm representing what a general, standard, average human girl would look like wearing these clothes. I think that's why Marc picked me for this." — Frances Bean Cobain



HUGO BOSS

Hugo Boss

Established in Germany 1924, Hugo Boss is one of the leading international luxury fashion and lifestyle brands. Showcasing elevated essentials, polished business wear and sport-meets-street staples, the BOSS brands cater to every facet of the modern man.

The dizzying rate of change in the way the modern man now chooses to dress has left some more traditional labels reeling but Boss has chosen to embrace change and accept that there is a whole world beyond the grey suit. Hugo Boss may have been built into a global fashion behemoth thanks to generations of men who have bought its suits as essential office wear but as the workplace has become more casual and the shirt and tie brigade is rapidly being replaced by the T-shirt and smart sneaker squad, the brand is rising to the challenge.

It chose to show the latest Boss collection in New York in the presence of a star-studded front row during men's fashion week and under the watchful eye of its new chief brand officer Ingo Wilts. The approach was very much evolution rather than revolution, with Wilts going back to the Eighties and Nineties in the Boss archive to produce a more fluid silhouette. The outerwear was particularly strong, including capes, fur-trimmed parkas and extra-long and extra-short duffel coats with leather buckles in place of toggles and duffel bags in place of the traditional briefcase. Sunglasses were classic and understated incorporating mixed textures and finishes. The overall palette was in muted soft greys, blacks, blues and clotted creams. And not a tie in sight.



HUGO BOSS

See some of our favourite sunglasses from the new collection below.

BOSS 0868/S 0N2 55 NR MATTE BLACK

\$259.90

Simple and classic, the 086 is understated cool with its matte frame front and sleek metal temples and at just \$259.90 is an amazing price for a piece of iconic Boss fashion.



BOSS 0882/S 0S2 57 IR MATTE BLACK

\$449.90

A rework of the classic aviator, the blackened aluminium temples of the 882 feature a delicately lasered logo print and they make a striking impact with their innovative construction: cork trim on the inner layer makes them comfortable to wear without pinching. Simple sunglasses that confidently complete any look.



BOSS 0777/S RAH 51Y1 HAVANA BROWN

\$449.90

Modern men's sunglasses by BOSS with rounded fully rimmed frames in timeless Havana. The temples in real wood add a touch of distinction, and the rubber on the inside of the temples makes them very comfortable to wear. A must-have and not just for the summer.



BOSS 0918/S Z2I 56NR HAVANA BLACK

\$359.90

Another cool frame at a great price, the 918 with optyl frame is super lightweight & comfortable to wear, while the minimalist look exudes low-key sophistication.

