



Cut out arms give this 'Musical' model from **Aspire** a strong feel.



Made from matt acetate, this is model Clark from **Götti**. The frame creates a completely different effect than polished versions, exuding warmth and harmony.

Visually Interesting

Interestingly, texture is now being used by designers as a design device to add interest to a frame not just from a tactile perspective but visually too. "Texture most certainly adds an extra dimension to a frame and is an integral part of the mixture of decorative effects available to add a sense of individuality and character to a design, along with colour, pattern, shape and material," says Caron Kraitt, Managing Director, Concept Eyewear. She adds: "Texture is often used in a highly decorative way. In this respect the link between jewellery design and frame design is particularly apparent both drawing upon decorative textural elements." Emily Shepherd, Head of Product Development, Eyespace, agrees: "In the hands of skilled designers the application of texture to a frame can be highly visual and decorative. For subtle beauty, laser etching can be extremely effective as it enables intricate patterns to be applied to a frame without the distraction or overt boldness of colour," she says. And a spokesperson for Marchon adds: "I think the main reason for texturing in design is for aesthetic purposes. It can help add another element to the overall look of the frame that isn't usually achieved with a traditional metal or acetate frame."

Texture also adds interest to a frame in other, subtler ways. "Texture has a way of adding an element of depth, which allows the frame to catch light in a really stunning way. Moreover, it can add a tactile feel to the frame, acetate can be made to look and feel like wood, stone, and a variety of other materials," adds Spencer of Ogi Eyewear.

Strong Niche Trend

It seems likely that texture will continue to be utilised in the future. "For the past few releases the textured models have always been part of the top selling styles in all our collections. So this is clearly a very strong niche trend at the moment.

Progressive opticians should embrace it and really use it to their advantage," says Kleve of Rodenstock. Certainly this is what Kraitt of Concept Eyewear believes: "We feel this is very much a growing trend, mirroring the strong use of texture in the fashion industrial in general."

And finally Beaumont of Dunelm adds: "Interesting textures are very much a trend that we expect to continue to grow; younger audiences are particularly receptive to making bold style statements through high impact textures, however wearers of all ages are looking for interesting detailing that makes their eyewear special." ♦

At SALT, designer David Rose is shouting about the texture of their matt finish due to its extreme quality, integrity and finesse that you really can feel through touch. These three elements are of highest importance. The matt finishes which have been used throughout the SALT. collections for ten years is achieved by individual sand blasting with each frame finished with tiny glass beads instead of silicone or sand which can often dehydrate acetate and/or chip and pockmark the frames. This technique is carried out in Japan to achieve the finest result possible to create this sensory touch experience for customers.

SALT. Model: Brody

This acetate frame is from **Oliver Goldsmith**, part of the Photograph collection, and is called Echo (OL1016-03).



Model Wallace from The Vivarium Collection **Kirk & Kirk** is made from sand blasted finished acrylic. This gives the frame a depth and softness very different to standard matt acetate.