



FYFSH

FASHION FOR YOUR FACE

2024 LOOKBOOK



FYSH

Confidence, individuality, signature style. That's what FYSH eyewear is all about. Designed for the strong, independent woman looking to showcase her unique personality, FYSH combines the latest runway trends with the colors of the season, resulting in bold frames featuring fun hues, intricate patterns, and eye-catching shapes.

CAMPAIGN STORY

Step into the sun-soaked allure of FYSH Eyewear's latest campaign and embark on a visual odyssey that encapsulates the ethereal essence of a Palm Springs escape. Inspired by the glamour and charm of the 60s and 70s, this campaign unfolds as a mesmerizing journey into a vintage poolside oasis, where opulence meets nostalgia in a vibrant symphony of colors. Within this realm, each frame transcends being a mere accessory; they become gateways to an era where meticulous details defined style. The ambiance exudes a fusion of refined elegance and carefree whimsy, beckoning you to embrace the Palm Springs ethos and make a bold statement with your eyewear.

F-2107 | Style on Cover: F-3732

F-3733



F-2114





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F-3734



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CANADA T: 1-800-361-6220 | USA T: 1-855-455-0042 | E: SALES@WESTGROUPE.COM