



# EYES

ON THE TRENDS | 24

FROM RUNWAY TO EYEWEAR

FASHION TRENDS REFLECTED  
IN OUR EYEWEAR

**WestGroup**



## WestGroup

Established in 1961, WestGroupe is family operated with over 60 years of industry insight. Our mission has always been to provide unique and superior quality eyewear for the fashion-focused consumer. We are driven by our customer commitment to excellent service and exceptional product.

WestGroupe is dedicated to defining future standards in the optical business by developing, creating, and supporting innovative products and services that allows our customers to succeed. WestGroupe offers a premium selection of globally recognized proprietary eyewear brands including FYSH, KLiik denmark and EVATIK.

## FYSH

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.

## KLiik denmark

Taking its direction from the clean, modern aesthetic of Scandinavian design, KLiik denmark eyewear is designed specifically for men and women requiring smaller eye sizes.

## EVATIK

With equal focus on fit, function and aesthetics, EVATIK eyewear for men strikes the perfect balance between comfort and luxury.



## PLAID HABIT

From heritage Tartan to Madras and gingham, tastemakers are testing a colorful approach to checks, plaids, and stripes. Preppy prints are rendered in brighter hues, from neons to primary and jewel tones. Contrasting patchwork and artisan elements add a playful punchline. Expect motifs to pop—and accessories to inspire a bit of optimism, like upbeat and sophisticated K-756.



## GET IN LINE

Look for linear patterns where you least expect them—and you'll find that optical order is on the menu this season. Perhaps it's a call for harmony in chaotic modern life, but everyday pieces from armchairs to works of art are finished with careful contouring. Smart and sleek E-9274 features a subtle tonal line motif across the rim, capturing this trend in an elevated way.



**EVATIK**

E-9274



FYSH  
F-2101



## SHAPE UP

Noticing a pattern? Some motifs are so good you want to wear them on repeat, not unlike a favorite record. That's the standard for this season's most irresistible finishing touches. Geometric shapes, inspired by retro-meets-modern sensibilities, are having a moment. The F-2101 captures this trend with a statement-making frame and patterned top bar detail.



## WELCOME MATTE

Picture the alluring grit of utilitarian elements, but with a matte pastel-colored finish. That's the season's soft take on everyday hardware and other tough materials. Chalky, muted tones add a pleasing hint of whimsy—think retro combinations like minty pink and jade. F-3731 embodies unexpectedly luxe look by juxtaposing candy colors with gleaming rose gold.



FYSH  
F-3731



EVATIK

E-9276



## BOLD STROKES

While art mimics life, fashion mimics art. Brush strokes are in the spotlight—and when fine art meets fashion, things are bound to get interesting. Abstract paint jobs elicit unique motifs that look at home on luxe jacquard, gallery walls, and elevated eyewear alike. As if dipped in a colorful swirl of paint, E-9276 is leading the way with this artistic trend.



## WATERMARKED

Water plays tricks on the eyes. Many designer collections have been inspired by the ocean's ever-shifting maze of light and shadows. This ethereal phenomenon is captured in the season's trend of oceanic patterns, from mysterious deep waters to crystal clear wading pools. Such contrast is beautifully depicted in K-768, just as a growing movement to preserve our oceans gains steam.







## CALL OF THE WILD

Let's face it: animal prints are already tantalizing. Now they're being amplified with psychedelic tropical hues. Metallic treatments shimmer and shine, evoking visions of a bioluminescent cove. Vibrant F-3733 features a dreamy aquatic color scheme with splashes of reptile print, making them a techno-trendsetter favorite.



## LUCID DREAM

A nod to our societal lean into escapism, the surrealism movement encourages us to experiment. Absurd and playful elements have been spotted on the runway. Organic forms, particularly rendered in gold, are a benchmark of this trend. The sculptural F-2106 marries distorted lines with sleek enamel detailing, resulting in a perfect pick for fashion-forward customers.





## DISTRESSED SIGNAL

The influence of the 90s echoes into present day with grunge-sourced deconstruction and post-punk styling. Colors are toned down to monochrome in order to showcase textures and allow space for this rebellious aesthetic to take a stand. K-760's abstract camo-inspired print exemplifies this trend with distinctly edgy appeal.

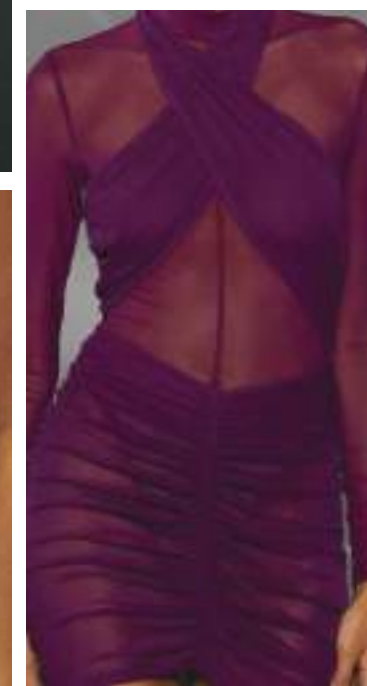


## BLACK AND WHITE

Stripes, checks, pop patterns—there's something to be said for going bold with black and white. Interestingly, the most striking trend of the season might be the most versatile as well. Monochrome looks don't hide among others, standing out with two-tone motifs that evoke 60s mod attire. F-2105 and F-2111 both present with influencer-ready silhouettes and high-contrast detailing.



FYSH  
F-2111 | F-2105



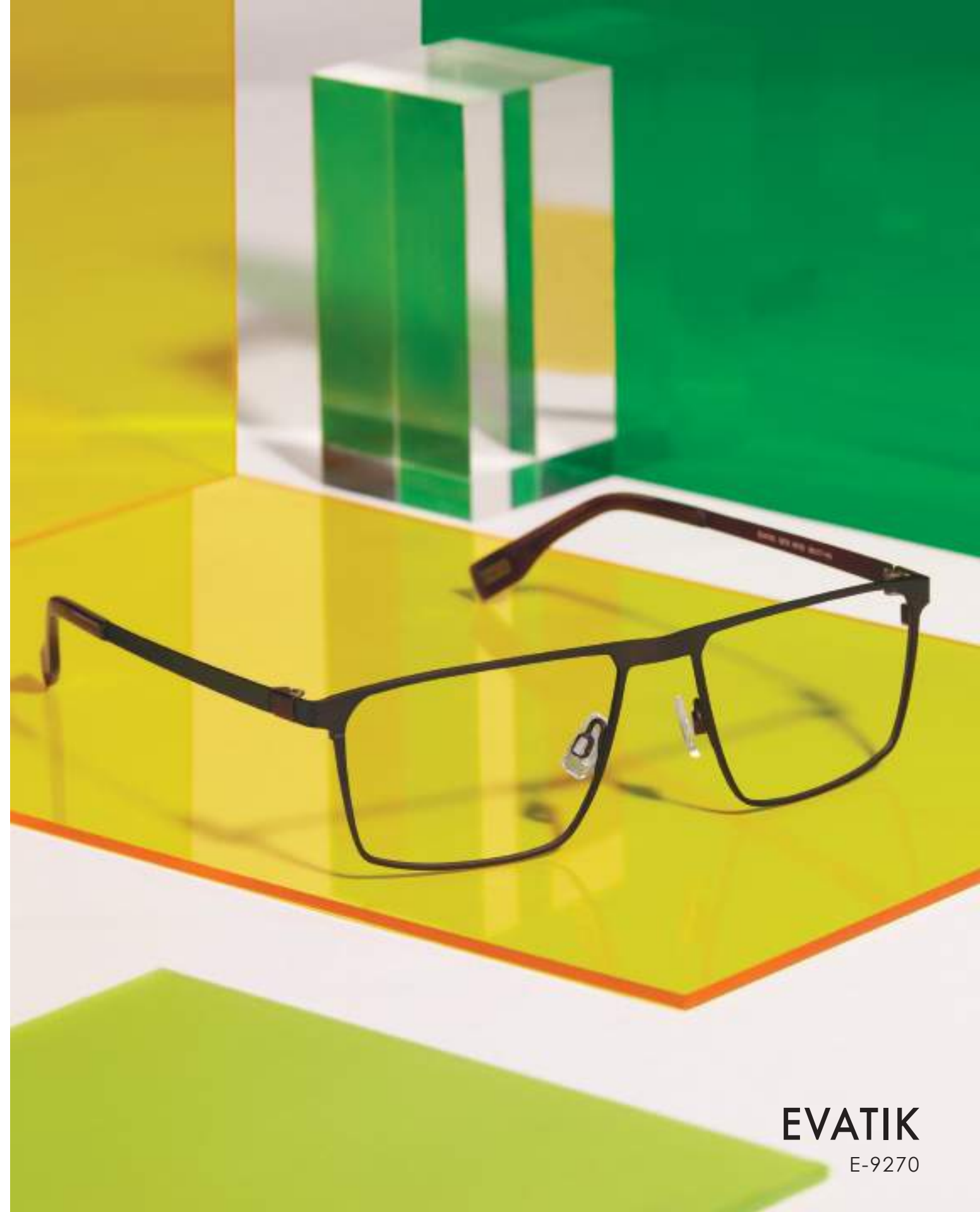
## MULBERRY MOOD

Earthy shades of purple, like dusted grape and juicy plum, emerge as key warm tones of the season after a successful fall and winter debut. Saturated, but controlled renditions were present on the runway in eveningwear and accessories, hinting at an exciting and sultry continuation. These romantic hues are applied with subtlety to F-3732.



## MORNING BREW

While the era of beige may be fading, deep sensory tones are just beginning to percolate. Coffee, chestnut, and earthy browns are emerging as the sophisticated, easy-to-love palette of the season, appearing in footwear, outerwear and accessories. Of particular note is a red-tinted shade dubbed nutshell. E-9270 adopts this elegant hue.



**EVATIK**

E-9270



## CHAIN REACTION

Chains are never really out, but when they're in, they're a force of fashion. Hard-to-miss links are dominating the runway in the form of bold garment accents, chunky jewelry, and full-body armor. While F-2108 features a striking splash of red from the front, a slight turn to the side reveals chain link temples that drive home this high-impact aesthetic.



# EARLY AUGHTS

The turn of the 21st century saw style icons merging nostalgia with the ultra-futuristic, underscored by a surging indie rock movement. Gen Z revived this era in their wardrobes. The reboot has its own kind of appeal. Everyday essentials have day-to-night functionality and a cool, understated look. K-766 is a sleek take on this major fashion movement.





## RAISE A GLASS

Festive dressing is erupting from runway to corner store. As we merge daily life (like grabbing groceries) with parties and social club-like atmosphere, fashion is following suit. Cocktails and mocktails serve as jovial inspiration. Accessories drip in jewel tones. We're celebrating the trend with F-3730's two festive colorways.



## FULL SPECTRUM

With the curtain falling on “all beige everything”—and dopamine dressing taking over—the runways are welcoming more sublime hues. Neon and pastels bring classic silhouettes to life, blending seamlessly into ombre motifs, exemplified by F-2103. Unsurprisingly, the era of sunset-inspired gradients expands alongside a consumer focus on wellness, mindfulness, and feel-good living.





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