

# Street style in the frame

Set your sights on the latest eyewear trends bringing this season's looks into sharp focus

## INSIGHT

A partnership with Boots Opticians

The most fashionable people in the world have descended on the capital for a five-day showcase of AW16 collections. But as the London Fashion Week runways focus on the latest statement coat and luxury chunky knits, we'd really like to know what we should be buying now to stay cool for the season ahead.

From daywear sequins to smart tailoring with a retro feel, there's no shortage of wildly diverse styles to enliven your wardrobe. And there's no point going in half-hearted. From phone cases to eyewear, it's all about committing to a trend from head to toe.

To help you do just that, we've highlighted four of spring's most coveted looks and teamed up with Boots Opticians to show you how to translate them through to your frames. We've seen fun new textures and finishes, as well as bold pops of colour that bring glasses right on trend with the latest high-street styles.

The only dilemma is choosing which frames to go for. All hail Boots Optician's half-price deal on extra pairs\*. We'll be making use of that great offer this season.

### 1 All that glitters

Sequins had a moment on the SS16 runways and have already become the A-listers go-to look for red-carpet events, with Julianne Moore and Alicia Vikander both wearing shimmering gowns to the SAG Awards. Not sure you can work the glitterball look? Why not add pizzazz to your new season's wardrobe with accessories that glisten — think embellished totes or specs with bejewelled sides.

### 2 Seriously suited

Smart tailoring was a sophisticated staple in spring's line-up. Many of the most influential designers looked to the past and revived seriously chic suiting in powerful shades. Accessories complement the clean lines with classic fuss-free shapes. Hugo Boss has the look down to a tee with sleek designs that look ready for business.

### 3 Badge of honour

From accessories with brash logos to motif-adorned garments, this trend is all about wearing a badge of honour. In contrast to other looks this season,

'Fun new textures and pops of colour bring glasses right on trend'



JC105 frames, £310, Jimmy Choo



MMJ 602 frames, £210, Marc by Marc Jacobs



Boss 0684 frames, £250, Hugo Boss



MMJ 618 frames, £210, Marc by Marc Jacobs

this evokes a laid-back vibe that wouldn't look out of place on the streets of Manhattan. Specs wearers — team your look with statement frames bearing bold logos or patterned sides.

### 4 Clash happy

The mismatch vibe from AW15 has continued into the new season. The only rule is anything goes. Layer to your heart's content, get creative with pattern — just don't attempt to match anything. Marc by Marc Jacobs was hot to translate the look into fun frames with bold, bright colours.

\* Buy one pair of glasses or prescription sunglasses and get all additional pairs half price. Cheapest complete pairs half price. All pairs must be brought for the same customer in the same transaction. Frames on this page are available in selected stores. Price includes frames and Boots Protect lenses.

## Turn heads with the next wave of designer specs

From spring's slinky sequins to androgynous suiting, Boots has a range of designer frames to work with your wardrobe. With gem-encrusted sides, Jimmy Choo is the brand for sparkle seekers, while the contrast sides of the Marc by Marc Jacobs collection have a more relaxed feel. Coveting this season's smart tailoring? Say hello to Hugo Boss.

The style scouts at Boots Opticians constantly monitor the latest trends to ensure its range is ahead of the fashion game.

"To say that glasses are having a fashion moment is an understatement," says Emily Johnson, dispensing optician

at Boots. "They have become as essential as having the latest clutch bag or must-have shoe."

"The geek-chic look, with oversized frames, is still a key trend. Also hot are jewellery-inspired frames with metal finishes and arms that bling. Bold colours are coming, too. Look out for tortoiseshells, as well as rich blues, reds and even pinks."

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