

## THE TOP 10 TRENDS IN 2025

### 1 STATEMENT FRAMES

Big & Bold is back.  
Did it ever really go away?



### 2 Colour Gradient

Adds definition to your brows but doesn't weigh down your face so you can choose a bigger frame.



TOM FORD

BEVEL

### 3 RETRO

Anything 70s-inspired: cat-eye, aviator and oversized butterfly shapes.



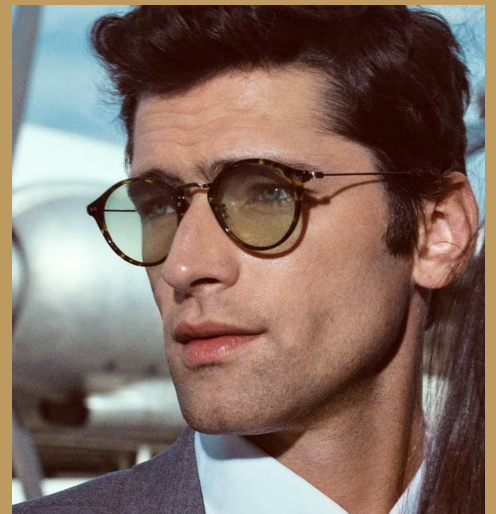
### Heritage

### 4

Classic, iconic frames with a timeless look.

Impeccable quality, design and style.

OLIVER PEOPLES  
OOVV□□



### 5 TORTOISESHELL

The new black.

Tortoiseshell is timeless and goes with everything. A flattering, warm look without being too overpowering.

KILSGAARD





6

## Ultralight

You can barely feel these on your face.



LINDBERG ∞



lool®

7

## Gender Neutral

Fluid shapes that are flattering on both men & women.



L.G.R

8

## Aviator

Not just for sunglasses anymore. Always sophisticated. Go big!

KIRK&KIRK



10

## COLOUR

Biggest trend of 2025, we all want the dopamine hit of feeling (and looking) bright!



KIRK&KIRK

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## TRANSPARENT

Huge trend in 2024, continues into 2025 and is here to stay. These unisex frames match just about everything. Easy to go big & bold.



MOSCOT



FACE A FACE  
PARIS