

EYEWEAR BRANDS

with an edge

The Fysh UK, Kliik Denmark and Evatik eyewear brands of Canadian company, Wescan Optical, are now available in the UK from Ridgway Optical Supplies. Vision Now takes a closer look at these diverse collections.



Beverly Suliteanu, Wescan Optical
co-president and creative driving force

Launched in 1998, Montreal-based Wescan is a division of family-owned and managed WestGroupe, which recently celebrated its 50th year in optics. Under the guidance of founder Rodney Suliteanu, second-generation entrepreneurs and siblings, Michael and Beverly Suliteanu, stand at the helm of the company. Their combined strengths – Michael is a qualified optician who joined the family business in 1990 and Beverly joined in 1994 to focus on product development – are the recipe for the company's direction and success.

The siblings have capitalised on the company's heritage and its reputation for sourcing the latest industry innovations including designer eyewear brands such as Kenneth Cole, Chloé, Perry Ellis Converse and Kenzo, which are distributed under the WestGroupe umbrella. Combining those strengths with design inspiration from Europe's leading eyewear trendsetters and key fashion influences, they've developed a design formula that has served to dial up the brand's focus on fashionable yet functional eyewear. As Wescan's co-president, creative director and vice president of product development, Beverly, points out: "Fashion eyewear is part of a growing lifestyle trend, which is demonstrated by the fact that customers not only wear glasses to correct vision, they also wear them to reflect their personality."

Urban attitude

In 2003, Wescan answered this growing need by creating innovative brand, Kliik Denmark. Describing the collection, Beverley says: "Kliik's upscale, architecturally-inspired design conveys a modern, urban message, which is ageless in its appeal. Kliik's youthful styling, contemporary materials and fashion forward colours characterise the brand's innovative look." Subtle logo placement on the temple tips and nose pads quietly brand the product, while temple designs are crafted with textured accents and geometric or graphic shapes. "The hallmark feature of the brand is its proportionate design, which fits and flatters smaller adult faces," Beverly adds.

High-quality fabrications such as titanium, stainless steel and the newest acetates, contribute to Kliik Denmark's modern aesthetic. Handmade acetate frames, temples and temple tips feature polished finishes, while matte finishes predominate in metal frames. Textured elements are created using laser engraving, laminating and acid etching, while special lamination and carving processes create the brand's unique 3D designs. Single, duo and multi-colour styles are created in a palette of fashionable neutrals such as black, white, mahogany, champagne and caramel. Modern metallics come in softened shades of pewter, gunmetal, gold and bronze, while subdued brights such as claret, teal, mustard and steel blue add an infusion of colour.



Two eye-catching models from the Fysh UK collection

Sea-inspired sensations

In 2006, Wescan set its sights on designing another upscale collection, introduced as Fysh UK. "Inspired by the beauty and freedom of the sea, Fysh UK's unique lifestyle approach offers urban eyewear that speaks to a fun, freedom-loving sensibility," explains Beverly. "The brand's strategic point of difference is its bold, contemporary styling married with deeper frames to accommodate progressive lenses, perfect for those with a youthful attitude. Colours that penetrate, fluid styling and creative textures give Fysh its smooth, ultra hip nuance."

Design elements on temples and arms are hallmark qualities of Fysh UK's originality and include acid etching to create geometric cut-out patterns, laser engraving to create funky pop-art details and double or triple laminates to produce multi-colour effects. Logo plaques are subtly placed on temple tips and embedded into nose pads on metal frames. Unique embellishments highlight styles for both men and women. Matte finishes complement metal frames and polished finishes highlight acetate frames. Turquoise, Salmon, Coral are just some of the hot hues of Fysh urban eyewear.

Mysterious aura

Wescan's newest brand is Evatik – a line dedicated exclusively to today's urban male. "Technologically inspired with an understated sense of luxury, Evatik eyewear is sleek, clean and minimalistic with a sophisticated combination of elegance and uncompromised engineering," says Beverly. "Cloaked in an aura of mystery, Evatik is an upscale eyewear brand that caters to the fashionable man. Modern, lightweight materials and high quality fabrications ensure superior durability, quality and comfort." Evatik's high quality fabrications, lightweight materials and unique applications result in a collection that's sure to attract attention, says the company. Frames are made of acetate, stainless steel, TR90 and titanium with 30 fullrim and 12 semi-rimless models. The collection features a sophisticated palette of stylish colours such as black, grey, silver, blue, brown and olive. Evatik models have eye sizes that range from 51 to 57.



A masculine, sleek style from the Evatik range

Fysh UK, Kliik Denmark and Evatik frames are in full stock at Ridgway Optical's warehouse in Banbury, ready for next-day delivery as required. NEG members can place orders with any of Ridgway's 10 territory agents or order online at www.ridgwayoptical.co.uk