

# the style

colours collection

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## Behind the glasses:

A makeup lesson in how best  
to frame your eyes

# The colour confidence issue

**NEW**

**Style Colours Collection**



OWN YOUR **COLOR**  
OWN YOUR **STYLE**

4 NEW exciting lens colours to choose from:



Ask your optician about colour confidence.

**Transitions**  
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The Style Colours Collection is very excited to bring you this special issue in partnership with **Transitions Adaptive lenses** to give you all the news on what's hot in colour this season. In this issue, we embarked on a colour and fashion journey to bring you the biggest trends you can start filtering into your wardrobe (page 4). We also look at how today's light adaptive lenses can add a colourful twist to your specs (page 8). If you still find yourself bamboozled by the gazillions of spectacle shapes out there, we've created a handy guide to help you whittle down the best styles suited to your **face shape** (page 7). And once you've got your frames nailed, why not turn to page 6 where you'll find our top tips on helping your eyes pop behind your frames with our eye **makeup masterclass** for glasses...

**Enjoy the issue!**

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**Contents:**  
AUGUST 2017



A four stop-style journey



Makeup tips for glasses wearers



How to frame your face



How to match coloured lenses with your frames

# Take your style on a colour odyssey

There are no two ways about it, the colours that you wear are a powerful way of making a statement about who you are and how you're feeling. So when fashion designers give you an outfit that feels relevant, wearable and exciting, you know there is only one thing left to make it truly yours: a touch of colour.

**We bring you the biggest trends and most eye-catching colours to inspire your own style journey...**

## Romantic ruffles

There is something both traditional and dream-like about Victoriana-style dresses gracing store windows on the high street. The delicate tulle creates a light and airy feeling infused with lots of energy. These grown-up pieces are romantic to the point of being ethereal, and the pastel shades keep your inner child and joy alive.

### Accessorise it:

Transitions Style Colours Collection:  
*Sapphire*



## Bold colours and patterns

There are days when the sun shines so bright that, everywhere you look, colours seem to come alive with energy. It's on that kind of day that you want to be at your most glamorous, shining your way around sporting poppin' patterns and happening colours.

### Accessorise it:

Transitions Style Colours Collection: *Emerald*



## Dark velvet



Ready to turn yourself into a divine, sophisticated diva? Slip into a sensual black velvet dress and revel in the luxurious feel of the smooth material. Even better, go for fierce and feminine by choosing a style that has an edgy, off-the-shoulder cut. Bring it on!

### Accessorise it:

Transitions Style Colours Collection:  
*Amethyst*



## Disco fever

Is there such a thing as too much? When it comes to finding your perfect style, we certainly don't think so. Which is why we'll totally back your decision to go for retro dolly-disco evening wear covered head to toe in sequins. Plus, the kaleidoscopic gloss of the sequins will recall hazy disco-ball reflections of hedonistic 70s nightclubs... So what's not to love?

### Accessorise it:

Transitions Style Colours Collection: *Amber*



# Makeup looks to wear with glasses




We all know glasses are a style statement, but wearing them with confidence isn't always easy when your eyes sometimes get lost behind your frames. Here are **six foolproof tips** to help make sure your eyes pop and your face always looks radiant...

**1 Use a magnifying mirror**

Since you can't wear your specs when you're applying makeup, use a magnifying mirror instead. Put on your glasses after each step to check the result.


**2 Banish any redness or dark circles**

We love wearing glasses but sometimes they can cast dark shadows under our eyes. Start by applying a hydrating eye cream to prep the under-eye area. Allow it to absorb completely before mixing a long-lasting and light-reflecting concealer to achieve a highlighted eye with extra staying power against your frames.



**3 Groom your brows**

Wearing glasses draws attention to your brows, so tweeze any stray hairs and comb them into shape. Choose an eyeshadow or soft brow pencil that matches your hair colour to add soft definition.



**4 Choose your perfect shade**

Depending on your prescription, your lenses will either make your eyes look bigger or smaller. If your glasses magnify your eyes, sweep on a muted eyeshadow over your entire lid followed by a slightly more intense shade blended on the outer edges to create a smokey and defined eye. If your glasses make your eyes look smaller, open them up by using a very light shadow in the corners of your eyes and graduate to a darker shade on the edges.


**5 Frame your eyes**

Adjust the thickness of your eyeliner according to the thickness of your frames. The thicker the frames, the thicker your eyeliner needs to be to make your eyes pop. If your frames are thin, opt for softer, smudged liner.



**6 Apply waterproof mascara**

To avoid your lashes hitting your lenses, curl them and then apply two to three coats of mascara, rolling the wand as you apply to avoid clumps. If you find your mascara falls from your lashes to your under-eye area throughout the day, use a long-lasting waterproof mascara.

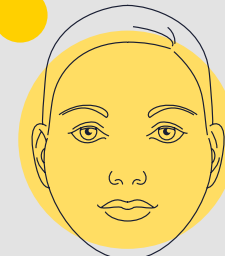


# How to pick the best frames for your face

Just like finding the perfect pair of jeans, the right glasses should show off your best features (and gloss over your less than perfect ones). Here's our go-to guide on **finding the best frames to flatter your face shape...**

**Round**

Round faces are all about curves. With gorgeous fuller cheeks, a wide forehead and a rounded chin, this face shape is usually equal in width and length.




**Who has it:** Mila Kunis, Chrissy Teigen

**Frame it:** If you've got a rounder face, you'll probably want to add more definition with angular and rectangular frames. Round faces also work well with frames that have a slight upsweep at the corners to show off those plump cheeks and bring the eyes into focus.

**Oval**

If you've got an oval-shaped face, you're in luck. It is the easiest shape to find frames for thanks to well-balanced proportions, a narrow forehead and jawline and high cheekbones. You're also probably a model.



**Who has it:** Jessica Alba, Eva Mendes

**Frame it:** Just about any style is going to work with your face, so choose the ones that you love wearing the most. But make sure your frames don't divert attention from your amazing proportions by opting for frames that are broader than the widest part of your face.

**Remember:** Always consult your optician for advice on the best frame designs to match your look.

**Rectangular**

Your face is longer than it is wide, and your jaw and hairline are both square. The right frames will add width and break up the length of your face.

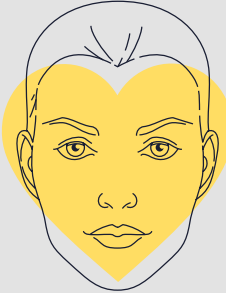


**Who has it:** Sarah Jessica Parker, Sandra Bullock

**Frame it:** To create the illusion of a shorter, wider face and to soften your jawline, try frames with a strong or accented brow line to add the appearance of broadness in your face. If your nose is long, try frames with a lower bridge.

**Heart**

If you've got a wide forehead, narrower jaw line, high cheekbones and small chin, your face is shaped just like a heart. The trick for heart-shaped faces is finding styles that balance the varying widths of the face.



**Who has it:** Reese Witherspoon, Halle Berry

**Frame it:** Retro cat-eye shaped glasses will best accentuate your face shape because they're wider at the top and narrower at the bottom - emphasising and contouring your lovely face shape.



For her

## Hip fashionista

Try rich and deep Sapphire lenses if your frames are metal, blue acetate or tortoiseshell to add an exciting and lively twist to your look. You might want to consider this combination of colours if your hair is blonde or grey as it adds a lot more vibrancy to your skin and hair tones.



For him

## Shades of cool

Building a look based on colours within the same palette will give you effortless style. Sapphire lenses work best when they're paired with similar deep coloured frames like Oxford blue and slate metals for a truly monochromatic look.

# How to...

# match coloured lenses

# with your frames

For her

## Mysterious girl

If your hair is quite dark, then why not add to your enigmatic look with Amethyst lenses? Luckily Amethyst goes well with warm and cold coloured frames, but if you want something that's going to make you really stand out from the crowd then create a striking contrast by adding these lenses to any purple, lilac or pink frames.



## Bohemian babe

Calling all vintage queens out there, these Amber lenses were made for you. When you walk down the street, you definitely like to make a style statement and this shade would definitely add to your unique look. Not only does this hue enhance the style of your frames, it pretty much goes with most colours to suit any frame and any skin or hair colour, although our favourite frame shades have to be tortoiseshell and honey.



For him

## Suave swagger

If you're almost as sophisticated as a famous fashion designer, you probably know what we're about to tell you. Darker, mysterious tones are certainly in your arsenal, so why not add Amethyst lenses to your eyewear wardrobe? If you want to try something really wild, match these lenses to gunmetal grey frames.



For him

## Retro revivalist

You're not one to go crazy with colour which is why you use neutrals as your rock. If you tend to gravitate towards different hues of brown, then why not add these Amber lenses to your frames? Not only will they enhance your impeccable taste in colour, they complement whatever shade your frames happen to be.

For her

## Queen of quirk

If your look changes like the wind, you might want to consider Emerald as your perfect colour match. Not only is this the most adaptable shade to pair with your frames, it also has class and chic written all over it. Emerald reflects the warmth of your natural colouring and is best contrasted against amber and chocolate-coloured frames.



## Daringly dressed

For him

When it comes to how you dress, you are the exception among your mates. As a style chameleon you're not afraid to experiment with your clothes but that doesn't mean your look screams out for attention. These Emerald lenses will complete your edgy look and work best when they're set in coffee-coloured frames.



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Cycling  
clothing  
must-haves

5  
ways

to keep your  
eyes healthy

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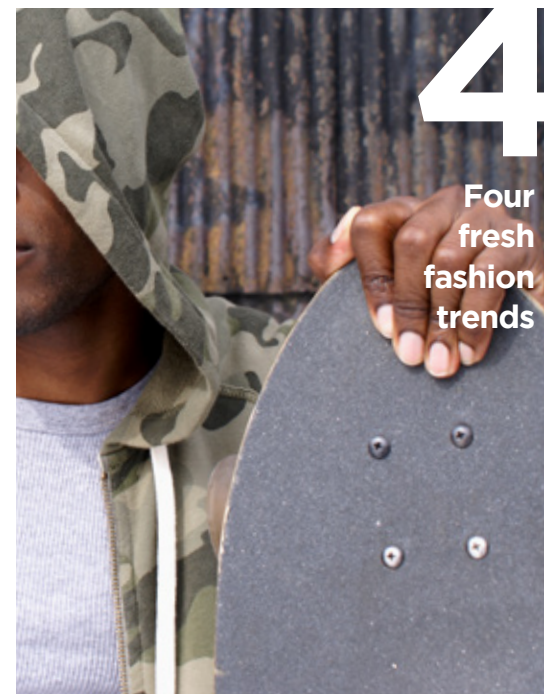
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The Style Colours Collection is very excited to bring you this special issue in partnership with **Transitions Adaptive lenses** to give you all the news on what's hot in colour this season. For this issue, we scoured the hottest highstreets and the coolest catwalks to bring you the biggest and most wearable trends for you to try (page 4). And with the sun shine brightly above us, it got us thinking about getting back on two wheels, so we rounded up the most stylish yet tough essentials that will keep you looking **sharp in the saddle** this season (page 6). We also know that looking **suave in glasses** is tricky to get right, so we've created a shortcut for you to find your perfect pair on page 7 with our handy guide...

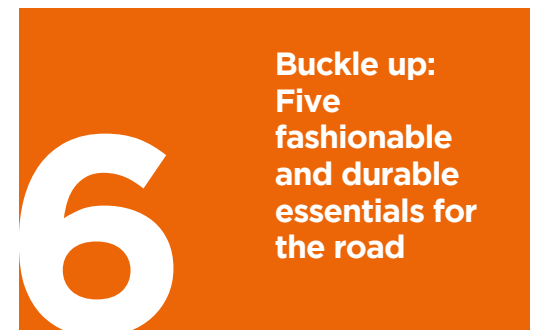
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AUGUST 2017



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Four fresh fashion trends



6

Buckle up:  
Five fashionable and durable essentials for the road



7  
How to frame your face



## Fluoro brights

Investing in neon tones for your wardrobe is more about bursts of highlighter hues, not full on 90s toxic-coloured tracksuits. Be it an energetic take on a fluoro jacket or an elegant, fur-lined coat, vivid, energetic colours rule supreme.



### Accessorise it:

Transitions Style Colour Collection: *Sapphire*



## Versatile camo

Camo is one of those patterns that never seems to go away, but this year is all about casual, street camouflage. The heavy fabrics and warm palette of colours are perfect for flexing to your own style and favourite earthy shades. Why not start injecting camo with a baseball cap or t-shirt?

### Accessorise it:

Transitions Style Colour Collection: *Emerald*



Interest in menswear is reaching fever pitch as some of fashion design's latest and greatest talent once again steps up to the plate with a whole mass of wearable pieces. We show you what sort of items you should be filtering into your wardrobe...

# The biggest

# menswear trends

for the ultimate fashionistas

We bring you four fresh trends straight from the catwalk for you to feast your eyes on...

## Regal hue



PJ wear emerged as a big trend in womenswear last year, and menswear is getting the same treatment this year. The blend of regal tones with hints of orange exudes cool luxury, and almost boasts some rock cred with silk shirts and trousers intended to be worn outside the bedroom.

### Accessorise it:

Transitions Style Colour Collection: *Amethyst*



## Tucked tees

Can you remember the last time you tucked your t-shirt into your jeans? Why not give preppy a try with tucked tees and hoodies? But if you want to give this 90s look a go, we suggest you start working on your abs now!

### Accessorise it:

Transitions Style Colour Collection: *Amber*





# Cycling clothes

no one should be without



## SEE THE ROAD IN FULL COLOUR

Asides from protecting your eyes from outdoor hazards you need your glasses to be comfortable and stylish on your commute. The new style colours collection from Transitions Adaptive lenses are light-adapting, eye-protecting and head-turning. In the office, they're fully clear and whilst out and about they are the perfect colour. They protect you from 100% of UVA and UVB rays, and you can choose from four colours for your favourite frames.

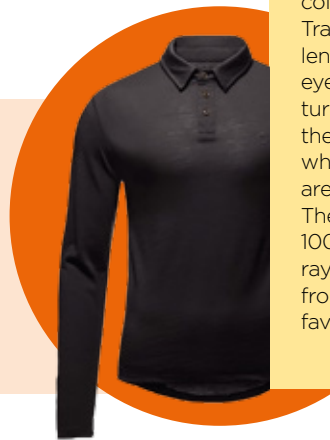
## FIX UP, LOOK SHARP

Denim-head cyclists, some lighter jeans have been crafted specifically for your commute. They are light in weight and stretchy to allow air to pass through and around fibres.



## Polo glory

Made from temperature-regulating wool, this polo shirt will keep you warm on your way to work, and any sweat will wick away as antibacterial Merino works to prevent odours. The practical rear pocket is super discreet and reflective sleeve badges will keep you safe on the road.



Summer is on its way and for those of you that get to work on two wheels, you'll be asking yourself two things. Are there any cycling clothes tough enough to survive the season? And are they even remotely stylish? Luckily for you, we've rounded up the most stylish essentials that will keep you looking sharp in the saddle...



## BUCKLE UP

A famous Japanese brand wants to make motorists aware you're there when it gets dark by using a reflective material woven into this belt. And because it's elastic, you'll probably forget you're even wearing it.

## Hip hybrid

This looks like a normal windbreaker, but a famous sport apparel manufacturer has used breathable and waterproof fabric to shield you from the elements. What's more, it's stylish enough to turn up to work in and light enough to stuff into your bag.



## How to pick the

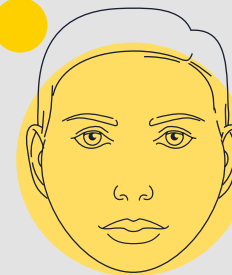
# best frames for your face

Ever wondered why it's so difficult choosing the right pair of glasses?

Maybe that's because you're not thinking about the right style to suit your face. Take a moment to analyse your shape, and you'll be able to pick a style that complements you the most...

## Round ●

You have a fairly short face with a wider forehead and less angular features. The sides of your face are rounded and your cheekbones are the widest point of your face.

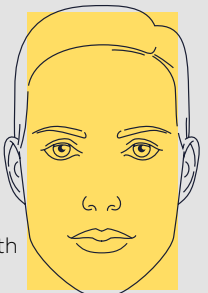


Who has it: Kanye West, Chris Hemsworth

**Frame it:** Consider angular and rectangular frames to draw attention to the top half of your face to elongate it. Avoid anything with overly harsh lines or oval shaped frames that will only emphasise roundness.

## Rectangular ■

Your forehead, cheekbones and jaw are all relatively similar in size, however your face is longer than it is wide.



Who has it: Brad Pitt, Adam Levine

**Frame it:** Go for specs with soft, round lines or minimal frames that don't dominate your face. Circular shapes create a nice contrast, but rimless horizontal frames can also help dial up your strong features.

## Oval ●

This is the most common and versatile face shape. Your chin is soft and narrower than your forehead (like an egg upside down) and your cheekbones are high but your proportions are well-balanced overall.



Who has it: Ryan Gosling, Jake Gyllenhaal

**Frame it:** Just about any frame can work with an oval face, so find the style you feel confident rocking. Choose frames broader than the widest part of your face and avoid anything that upsets the balance of your proportions.

## Heart ♥

Heart shapes are the widest at the forehead and the narrowest at the jawline. A smaller jaw means it can be a tricky face to frame.



Who has it: Johnny Depp, Bradley Cooper

**Frame it:** Choose frames that are wider at the top and narrower at the bottom, like Wayfarers for example. Rounder frames also help balance wide foreheads. Because this shape can be difficult to complement with frames, consider rimless specs too.

**Remember:** Always consult your optician for advice on the best frame designs to match your look.