

WITH EYEWEAR all over runways and celebrities donning the latest looks, this accessory is on everyone's mind. Stay current by including stories on eyewear in your publication. Here are a few story suggestions:

Drama Queen:

From extreme aviators and exaggerated cat eyes to extravagant temple bars, drama comes easy this season in a pair of fabulous frames. Learn how to get the look with an overview of this season's top drama stars.

Ageless Appeal:

Don't age yourself in the wrong pair of eyeglasses. The dos and don'ts of choosing eyeglasses and reading glasses that make you look chic and on trend.

Perfect Pairs:

A guide to picking the right frames to match fall's fashion staples, from the classic trench coat to the trendy '70s inspired jumpsuit.

Shape Shifter:

Round it out, square it off or keep it simple – this season's silhouettes have it all. Know how to transform your look with the right frame shape to suit your style, mood and face shape.

Protect Those Peepers:

From kids' soccer practice to lunch with a client to pumpkin picking, fall schedules are as busy as it gets and you'll be spending a lot of time outdoors. Protect your eyes from the sun's harmful UV rays with one of fall's five fabulous sunglass styles.

Runway to "Real-Way":

Get the runway looks for less. Highlights of Fall/Winter 2011 eyewear spotted on the designer runways and a guide to getting the looks for every budget.

Through the Looking Lens:

From anti-reflective to high index, lenses can enhance your appearance and your lifestyle. Take a look at lens options and how to choose the right ones for your specs.

