

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

#### **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.

#### **Geometry Lesson:**

What's a "squoval" and is it right for you? A round up of the season's hottest frame shapes and how to choose the right fit for your face.

#### **One for All:**

A guide to unisex eyewear flattering both men and women, and how to choose the right style.

#### **Re-invention Roundup:**

How to reinvent your look in the new year with the switch of your glasses and other accessories.

#### **Eye-conic Style:**

From John Lennon's round "tea glasses" to the dramatic frames 70's, it's a look at retro-inspired eyewear and how to work it into your wardrobe.

#### **Shady Characters:**

Sporty, casual and glamorous, the right shade makes the outfit. A guide to the must-have sunwear styles to fit every occasion.

#### **Runway to "Real-Way":**

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

