



Totally Tortoise

GWENDOLYN PLUMMER / ASSOCIATE EDITOR

WHO: For pattern devotees, lovers of warm tones and those who love to shake up the traditional.

WHAT: Tortoise patterned frames that span the traditional and the trendy.

WEAR: (Top to Bottom): From **Charmant's** Eddie Bauer, style EB32036 combines a trendy clear frame front with subtle tort temples, turning the classic pattern into a bold surprise. From **Morel's** Koali collection, style 20082K brings the tortoise pattern to a daring cat eye shape with bold, exciting cut-outs and tapered temples, creating movement and speed (the tortoise does always win the race, after all). From **Marchon's** Salvatore Ferragamo, style SF2862 is a more traditional take on the tortoise pattern, featuring the brand's classic Vara Bow detailing along the temple for a sweet, timeless and distinct aesthetic. Finally, From **WestGroupe's** Evatik, style E-9207 takes on the trendy rounded square silhouette and combines it with a translucent tortoise acetate for a refined, stylized approach to the pattern.

WHY: Earthy toned and perfect for autumn, tortoise is always in style—but eyewear designers are constantly taking the traditional staple to the next level by combining it with trendy shapes, contemporary silhouettes and exciting technological updates.

gplummer@jobson.com

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- Began April 6, with back data through January 2020
- Reported weekly every Tuesday with real-time numbers
- National, Regional & Individual Product

First To Survey ECPs About Coronavirus

- Began March 13
- 15 Waves and continuing
- Questionnaire evolving as times quickly change to adapt to the needs of the industry