



bebe... Better Than Ever

By Paul DiGiovanni, LDO **bebe** has been known in the clothing industry for creating hip, sophisticated, and body-conscious fashions since 1976. The brand was founded in San Francisco by Manny Mashouf and now has more than 300 stores globally. This newly redesigned line of ophthalmic frames and sunglasses offered by **Altair Eyewear** captures the style Mashouf created and takes this brand to a new level.

THE BEBE FEMALE

Altair has revamped and re-energized this eyewear line into a totally new look. It reflects the bebe woman's prerogative to be assertive, stylish, and romantically playful—all at the same time. This is evident in its bold embellishments, rich materials, and alluring colors such as smoked topaz, ruby, and amethyst. The collection also incorporates bebe's affinity for hearts, crystals, studs, animal prints, and custom lace acetate into many of the styles.

THE NITTY GRITTY

Like the clothing line, the eyeglass collection is geared toward women 18 to 34. There are 22 ophthalmic and 14 sun styles in four groups: Logo, Lover, Glamour, and Rocker.

The sophisticated look of the Logo group features the iconic bebe logo while the playful styles of the Lover selections spotlight heart-shaped details adorned with tonal Austrian crystals and metal embellishments. Glamour frames show the provocative yet sweet woman who enjoys bright colors, sparkling crystals, and layers of delicate



lace. Frames are further complemented by handset Austrian crystals, lace-inspired custom acetate, and delicate metal studs. Rocker is a fun group that includes leather-inspired materials, exotic animal prints, handset Austrian crystals, and large, bold geometric metal studs. All the sunwear styles are Rxable with the exception of one which is a shield.

Each frame comes with a black patent leather case with pink lining, featuring bebe's signature "i ♥ bebe" printed on the inside and a cleaning cloth with bebe's tossed heart pattern.

Positioned for the second decade

of the new millennium, Altair's bebe collection promises to add spark to any dispensary. **vcpn**

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WHERE TO FIND IT

Altair Eyewear
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