

EYEGLAMOUR

SUMMER ISSUE 2018 • KDN.PP16736/04/2013(032478)

ALL EYES ARE ON SUMMER

Here's to this season's hottest
shades in coolest styles!



SERENGETI 08494



A MIDSUMMER DAY'S DREAM

To make your shades look even cooler in the
heat of the day, just add prints!

Special thanks to SECRET GARDEN @ 1 UTAMA SHOPPING CENTRE for their location



**A SHADY
CHARACTER**

POLAROID 6038SX col 6HTEX



**STRIKE
A POSE**

MAUI JIM MJ755-05CM



**WRAPAROUND
WALLFLOWER**

OAKLEY OO 9389 0338



THINK & REFLECT

OAKLEY OO9391 0360



**ENVISAGE &
EMBROIDERY**

DIOR NEBULA 000A9



A VIEW
ON PRINTS

SERENGETI 08494



HEAT WAVES

DIOR IZON1 J5G2K



STARING IN
THE SUN

A BATHING APE BS13091 BG



SEEING RED

RAYBAN 3592 9035/C8

THE LOOK OF LUXURY

BV 6089



≈ DOLCE & GABBANA

Dolce & Gabbana is a luxury brand which draws inspiration from the roots and the authentic values of its own DNA: Sicily, sensuality and sartorial ability. Dolce & Gabbana's essence lies in its contrasting yet complementary features. The eyewear collection is characterized by glamorous, unconventional shapes, prestigious materials and sumptuous detailing.

DG2198



BV 1095



BVLGARI ≈

Bulgari, the great Italian jeweler and master of colored gemstones of international fame, represents one of the most exclusive brands in eyewear. Contemporary design, unique styles and glamorous details are combined with superior quality. This brand is positioned for the highest segment of eyewear as jewelry, with luxury Italian craftsmanship and bold style. Bulgari eyewear features precious materials such as gold, gemstones and Austrian crystals and is carefully crafted in timeless designs.

DG1301



PR 12US



≈ CELINE

This Spring/Summer 2018, Céline presents an eyewear collection produced entirely in Italy, crafted in iconic and essential designs, for an elegant, understated look that's also distinctively unique. All styles feature exclusive combinations of colourful acetates, some with mineral Barberini lenses, others with polarized lenses offering UVB and UVA ray protection to ensure superior visual sharpness and comfort. The collection includes vintage-inspired, timeless styles revisited in new, contemporary versions with updated shapes that range from sophisticated cat-eye to squared designs.

CL40036U



PR_59UV



PRADA ≈

Prada represents the best of Italian culture and tradition. It is one of the most innovative, prestigious and widely recognized brands in the fashion and luxury goods industries, with a keen attention to details and new trends. The Prada eyewear collection reflects this approach with unmistakable style, refined elegance and uncompromising quality. The Prada collection also includes the Prada Linea Rossa line, which is inspired by the world of luxury sports to convey an everyday casual yet sophisticated style.

CL40019I



BAUSCH+LOMB

ULTRA™ contact lenses
with MoistureSeal™ technology

SEAL IN THE MOISTURE

A new generation of silicone hydrogel

16 HOURS
COMFORT
EASIER ON EYES FOR
DIGITAL USERS



MoistureSeal™ technology helps prevent lens dryness¹



Retains moisture for a full 16 hours¹



Provides superior end-of-day vision* for digital device users¹

¹ Data on file
* Among the leading silicone hydrogel lenses

See better. Live better.

DAILIES TOTAL1® WATER GRADIENT CONTACT LENSES

Water
Lenses

Silky-smooth cushion of moisture, so you
FEEL NOTHING,
even at the end of the day⁴!

Korean actress, Kang So-ra,
Alcon Vision Care Ambassador

THE WORLD'S FIRST & ONLY
WATER GRADIENT CONTACT LENS

SILKY-SMOOTH SURFACE:
Close to 100% water^{2**} providing a lasting cushion of moisture till the end of the day^{1*}.

HIGH BREATHABILITY:
6X more breathable³ than the leading daily disposable lens³.



Alcon A Novartis
Division

¹Based on wearers agreeing with the statement "I can comfortably wear these lenses all day long."
²**In vitro measurement of un worn lenses. ³High oxygen transmissible lenses: DAILIES TOTAL1® (delefilcon A) contact lenses: Dk/t = 156 @ -3.00D. Other factors may impact eye health.
⁴References: 1. In a randomized, subject-masked clinical study; Alcon data on file, 2011. 2. Angelini T, Nixon R, Dunn A, et al. Viscoelasticity and mesh-size at the surface of hydrogels characterized with microrheology. ARVO 2013. E-abstract 1614872. 3. Based on the ratio of lens oxygen transmissibilities, among daily disposable lenses; Alcon data on file 2010. 4. In a clinical study with 80 patients. Alcon data on file, 2011. Ask your eyecare professional for complete wear, care and safety information. ©2018 Novartis. VDT177RP122018

999.9



Four Nines' Quality.

Our brand name, "999.9" refers to the quality identification of pure gold.

As the name remind us, Four Nines always strive towards perfection to reach to 1000.

"Perfection" is more than just producing high quality products.

Therefore, Four Nines places equal importance on shop image and staffs' skill level.

Please enjoy Four Nines quality through the experience we provide.



Fine Comfort

“Comfort” is one of the principal factor when choosing a frame. We provide you with eyeglasses which can reduce stress when wearing through design and function. Four Nines eyeglasses is to be worn by wrapping them around your head instead of hooking them behind your ears.



Strong and Durable

One of our distinctive parts, the “Gyaku-R hinge” releases eyeglasses from stress and maintains the best shape that has been built to fit your anatomical character. They are designed to last long, sustaining its best comfort.



Easy to Adjust

The best comfort to eyeglasses are achieved when they are adjusted to each person’s facial anatomy. However, Four Nines’ eyeglasses are designed with creative structure to reach pure comfort easily. Therefore, a perfect fit can be offered to each person without excessive adjustment.



THE FUTURE'S SO BRIGHT YOU GOTTA WEAR SHADES

1. 1052DE163881C07 2. SG410F291091C36 3. W525E163911C03 4. SG4WF292931C22 5. MJM70617C 6. WS2DE163931C07 7. SG410F291021C30 8. 1052DE163931C07
9. 1052DE163891C04 10. POAPL60395X1086UC 11. SG410F293071C2 12. SG410F290181C3D



B-CLEAR MODULATOR™ V3

ADJUSTABLE
NOSEPADS

ANTI-FOG

HYDRO /
OLEOPHOBIC

BE SHARP

BOLT

Featuring an ultra-lightweight flexible frame with Thermogrip® temple tips and adjustable nose pads, BOLT ensures high comfort and perfect fit. Our exclusive Photochromic V3 Golf lens offer optical superiority and lightweight characteristics of Clear precision optics, its hydrophobic outside and anti-fog inside coatings keep your view moisture free.

It also features a finely tuned brown lens that highlights subtleties on the course while lightening and darkening to adapt to your environment.

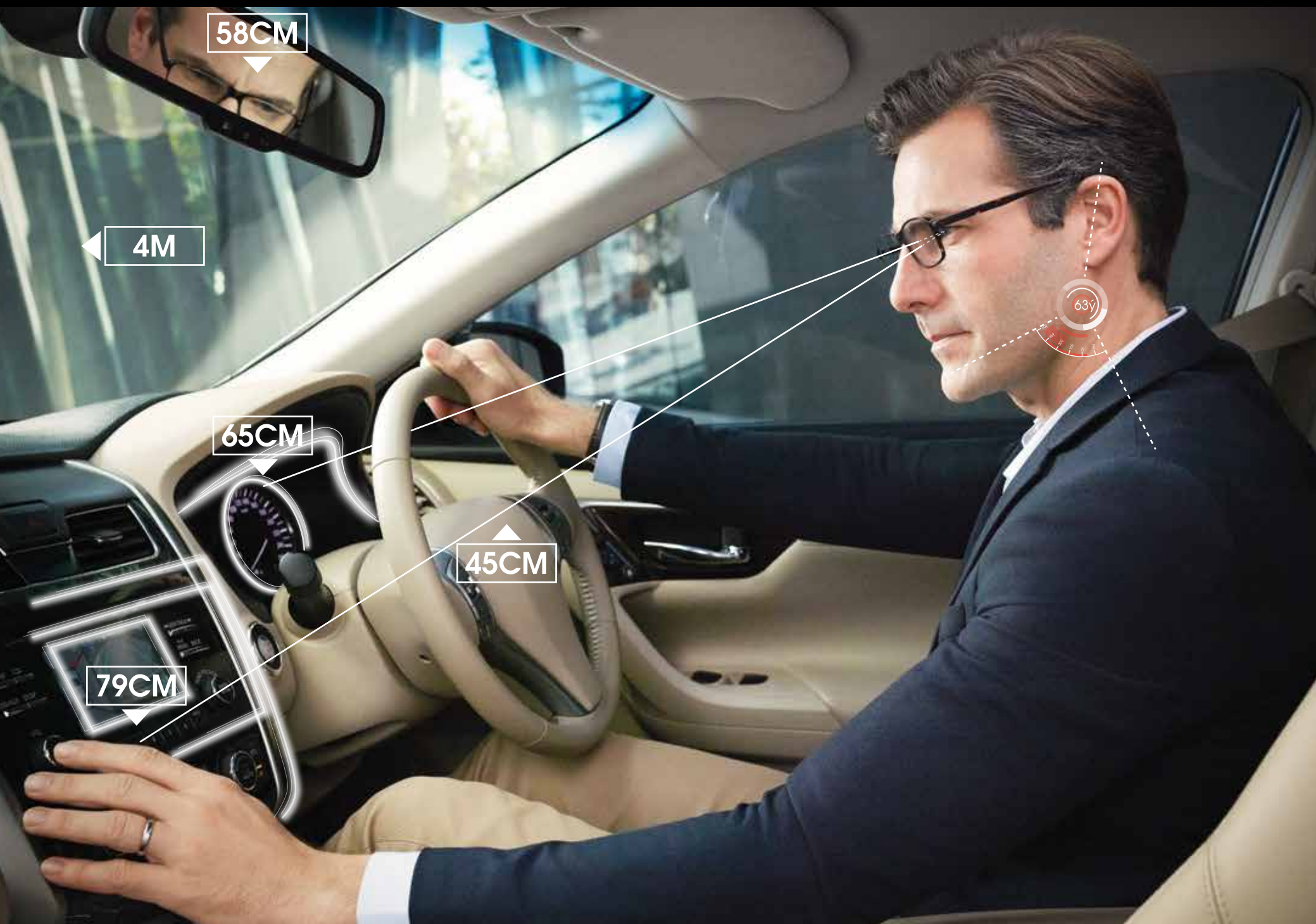




SEE THE WORLD

1. CHIESSE7F1807 2. WV410FIH10261C2 3. RAYSP5354F1200052 4. WV4BR40401C3 5. SF4WFF710031C2 6. CHIMONTA33F1TG7 7. WV4WF1H10271C5
8. WV5TT51021C1 9. R7073562049 10. SF4WF34061C3 11. WV5TT51051C1 12. OAKSPOX80800458

EMBRACE EVERY INCH OF YOUR WORLD



Minimal head movements
within arm's reach



4 M



79CM



65CM



58CM



Extended arm's length vision



ICE CUBE

Chopard
EYEWEAR



SCHC24S



The metal frame of this exclusive model, inspired by the High Jewellery collection, creates empty/full effects on the upper section embellished with coloured zircons applied by hand.



SCHC19S



Wide metal frame with treated profiles. Available in the version with lasered lenses featuring the Imperiale pattern and hand-applied customised crystals.

JAGUAR EYEWEAR



PERFECT SIGHT WITH JAGUAR SUNGLASSES

The JAGUAR Sunglasses combines the latest eyewear technology with interesting transfers of materials, colours and designs in order to create unique, sporty sunglasses. But JAGUAR sunglasses do not only show a perfect look, they also provide perfect protection: All frames are equipped with intelligent sun protective lenses to ensure ideal vision in all situations – not just during the drive.

DESIGNED TO PERFORM



FreshKon®

COLORS FUSION

Cosmetic Contact Lenses

AN EYE-CONIC YOU

Always wanted to give an instant touch to hype up your look and style? Let's start from the window to your soul, where your eyes can be a perfect way to make a statement! Step up your style with an array of dazzling colours from FreshKon® Colors Fusion cosmetic contact lens that comes in specially design pattern and colours carefully picked to match your needs.

Available in 13 colour choices, you can now create your own iconic look for different mood and occasions instantly.

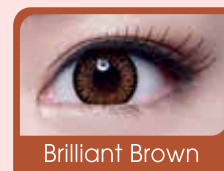


HA UV Blocking

Daily & Monthly Disposable Lens



Blushing Violet



Brilliant Brown

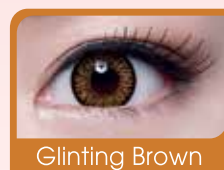


Shimmering Grey

Monthly Disposable Lens



Blooming Pink



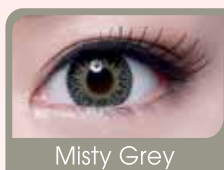
Glinting Brown



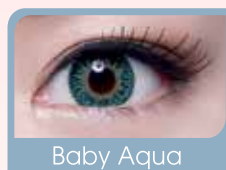
Glittering Blue



Gleaming Green



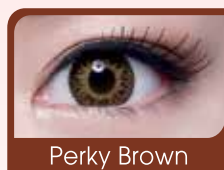
Misty Grey



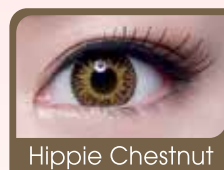
Baby Aqua



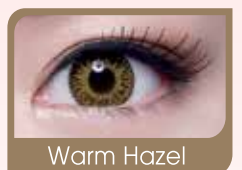
Groovy Green



Perky Brown



Hippie Chestnut



Warm Hazel



US FDA
K103132
K122315

CE
0120

SGS

Perfect Eyesight?
Non-powered lens available

f FreshKon® Malaysia
www.freshkon.com

THE DRIVING LENS THAT TAKES YOU PLACES

ENROUTE

ENVIRONMENTAL FACTORS INCLUDE:

DAY VERSUS NIGHT

Day driving: Glare from vehicles, buildings or road can cause light scatter

Twilight and night driving: Darkness and low illuminance leads to reduced depth perception and colour recognition

Discomfort from headlamps' strong glare

WEATHER

Rain makes it hard to see clear and filters away light. Rain blocks vision and distorts visual image

Fog leads to more light scatter, less contrast and blurred vision

Snow reflects light and decreases visibility

VISION INSIDE CAR

Far and wide vision is needed

Mirror image is often at a distance close to infinity. Mirrors also reflect the lights from other cars

The average dashboard is located at about 70cm from the eye, which means a relatively narrow field of vision depending on the addition power

Navigation system is located at different viewing angles and distances, and emits light

PERSONAL FACTORS INCLUDE:

VISUAL FUNCTION AND DRIVING

HID and LED lights affect the Pupillary Light Responses (PLR). Pupil dilation decreases the ability to recognise low contrast hazards

Reflections from lens surface causes ghost images and are more noticeable at night

Younger drivers suffer from "night myopia". Older drivers' eyes have reduced contrast and increased glare sensitivity

More distortion of peripheral vision, narrow field of views, harder to see side-mirrors and to focus fast across distance for progressive wearers

Frequently Asked Questions

1. I find it hard to drive on rainy days.

It is harder to see clearly on rainy days because rain filters away light, making it dimmer and reducing visibility. Rain also scatters light, causing glare and visual distortion. EnRoute reduces glare and provides enhanced contrast, improving visual acuity for drivers on rainy days.

2. I avoid driving at night or when the sky starts to turn dark as I am unable to see clearly.

Headlamps and streetlights generate strong glare which causes discomfort for our eyes. EnRoute cuts glare by absorbing high

energy visible light and improves contrast perception with its glare filter feature, giving drivers better clarity on the road even at night.

3. The glare from streetlights and oncoming traffic is very distracting and can be blinding.

EnRoute cuts glare by absorbing high energy visible light and improves contrast perception with its glare filter feature, giving drivers better clarity on the road.

4. Why can't I use my current pair of lenses for driving?

EnRoute lenses are specifically designed to tackle the common visual challenges such as glare from light sources as well as

decreased visibility and clarity in low light or poor weather conditions unlike standard lenses. Hence, compared with standard lenses, EnRoute provides wearers with a more comfortable vision while driving with improved optical performance through its key features.

5. Is EnRoute meant for driving only? May I wear it for my other daily activities?

EnRoute is specifically designed for driving and the good news is that EnRoute standard can be used as a primary pair for your daily activities too.

LENS COMPARISON CHART FOR ENROUTE SINGLE VISION

STANDARD LENS
Reduced visibility with distracting glare

ENROUTE SINGLE VISION
Improved visibility and reduced glare from car lights

ENROUTE SINGLE VISION PRO
Improved visibility, reduced glare from car lights and enhanced colour contrast

DAY



NIGHT



ENROUTE FOR SINGLE VISION AND PROGRESSIVE



CONTRAST ENHANCER*

Comfortable vision when driving with an enhanced colour contrast perception



REFINED DRIVE VIEW

High clarity and optical accuracy in all gaze directions while driving



ULTRA-LOW REFLECTION

Good clarity and less reflection



GLARE FILTER

Less eye fatigue by significantly cutting out glare from oncoming traffic or street lamps

HOYA
Eye for detail

Lightness expression by Lightec



LIGHTEC

Morel has decided to give the Lightec collection a new look. The new fall/winter campaign is intended to be modern and refined. Out with immaculate white backgrounds; from now on, our models are posing in a muted blue environment, a carefully chosen color that recalls the technical and innovative realm in which Lightec is evolving.

Men's Frames

Two major trends are taking shape in the men's collection. On the one hand, we have frames with a very sporty look in subdued colors, lightly enhanced by vivid hues on the inside of the temples. On the other hand, we offer on-trend frames in retro shapes with bold color contrasts.



Women's Frames

In round, panto, rectangular, and even cat-eye shapes, this new collection is sure to complement a wide variety of styles and face shapes. As for color, the Lightec collection most prominently features subdued colors, without neglecting brighter shades.

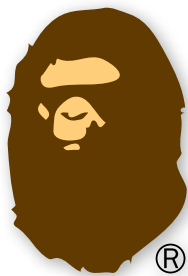


MOREL
lightec

www.morel-france.com

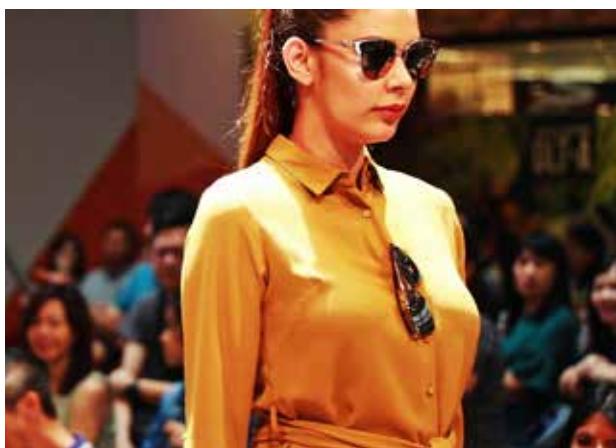


EYEWEAR MODEL - SHARK06 BK



***A BATHING APE®**

HAPPENINGS + EVENTS



VISION MAX-ED OUT

What happens when stylish shades and spectacles eyewear conglomerate coincides with affordable apparels? The result is a class of casual chic. Focus Point presented its summer collection in the recent runways of STYLE at ONE at 1 Utama's Fashion Week in April.

Complemented with clothes from Max Fashion which offers more than 3000 styles under RM39 for womenswear, menswear or children's, footwear, bags and lingerie, the wide selection of eyewear showcased caters to everyone from all walks of life.

Special thanks:



MAKING (UP) EYE CONTACT

Getting makeup in your eye is annoying. But it could be worse with contact lens when makeup stick to the lenses instead of flushing right out. Follow these tips to keep your eyes healthy, comfortable and feeling good:

1 You should insert your contacts before you do anything else like putting on moisturizer or makeup. And always wash your hands thoroughly before touching your contacts, so you won't transfer any oils, creams or lotions to the lenses and cause eye irritation

2 Any residue on your fingers may transfer on to the lenses, so make sure your hands are clean and dry. Dry your hands with a lint-free towel before handling contact lenses. Tap water tends to contain tiny parasites called Acanthamoeba that can be dangerous to the eyes, so do not rinse or soak your contacts and contact lens case with tap water.

3 Stick with oil-free products. Think of it like salad dressing: Oil and water won't mix, and your lenses will attract the oil. Oil based makeup won't hurt your eyes but it may cause cloudy lenses which impacts the vision.

4 Cream eye shadow is less likely to get in your eye than powder. But creams can irritate your eyes more if they do make it into your eyes. Therefore, choose water-based rather than oil-based creams.

5 If you prefer powder, keep your eyes closed during application. Then, brush off any excess powder before opening your eyes.

6 Get daily disposable contact lens with enhanced material such as Water Gradient Contact Lens. This innovative design features a unique water gradient that delivers more water where your eyes need it until the end of the day. Daily lenses also minimize any deposits on the lens surface and are more hygienic.

7 Remove your contacts before remove any eye makeup. Being careful not to bump your contact lens into any makeup. Remember to use water-based eye makeup remover.

8 Be diligent about contact lens cleaning if you are not using daily disposable contact lenses. Clean your lenses with the multipurpose solution your optometrist recommends. Place the contact lens on your palm, rinse with solution before rubbing each lens in an outwards pattern for 15 to 20 seconds to dissolve the grime on the surface, rinse again and then place them in a case with fresh contact lens solutions after each use. The contact lens should be completely submerged in the solution and do not "top-up" used solutions.

9 Replace your eye makeup frequently — at least every 12 months. Don't use old eye makeup, because over time bacteria will get into the product and then into your eyes, where it may cause an infection. One way to tell if your makeup is too old is if it smells funny. Also, don't share your eye makeup and / or contact lenses with others.



A feeling unlike anything
you have ever experienced



999.9