

# EYEGLAMOUR

**FOCUS POINT GIVES BACK  
TO THE COMMUNITY**

**A SOUTH KOREA  
STATE OF MIND**

**THE EYE DOS AND  
EYE DON'TS**



**BEHOLD,  
KOREA!**

THIS SEASON, WE SET OUR SIGHTS ON  
SOUTH KOREA, A WONDERLAND OF  
HISTORY, CULTURE AND IMPECCABLE STYLE.

다시 돌아온



COACH 8215F 538313

Location: Dongdaemun Design Plaza

# BORN TO BE WILD





CHRISTIAN DIOR ULTIME2  
Location: Gyeongbokgung Palace

# SEOUL WONDER



Location: Shinsa-dong

# FLIGHTS OF FANCY





Location: Shinsa-dong

# TALK OF THE TOWN



KATE SPADE CITIANI/G/S 35J3X  
Location: Namsan Tower

# HEIGHT OF FASHION





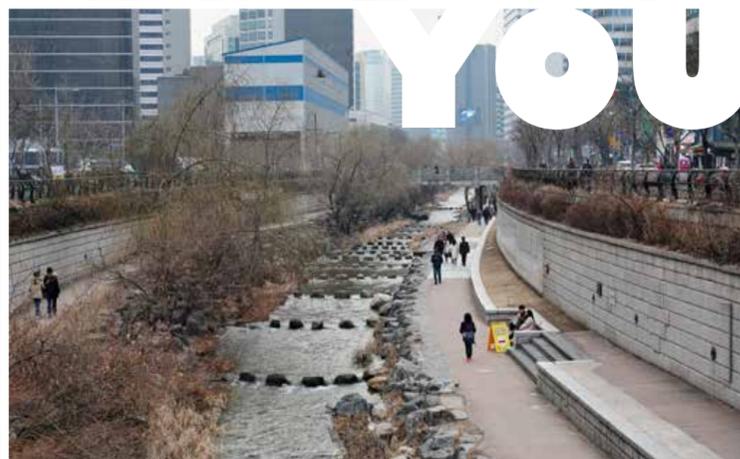
CHRISTIAN DIOR MY DIOR 02  
Location: Xiwoo Hanok Guesthouse

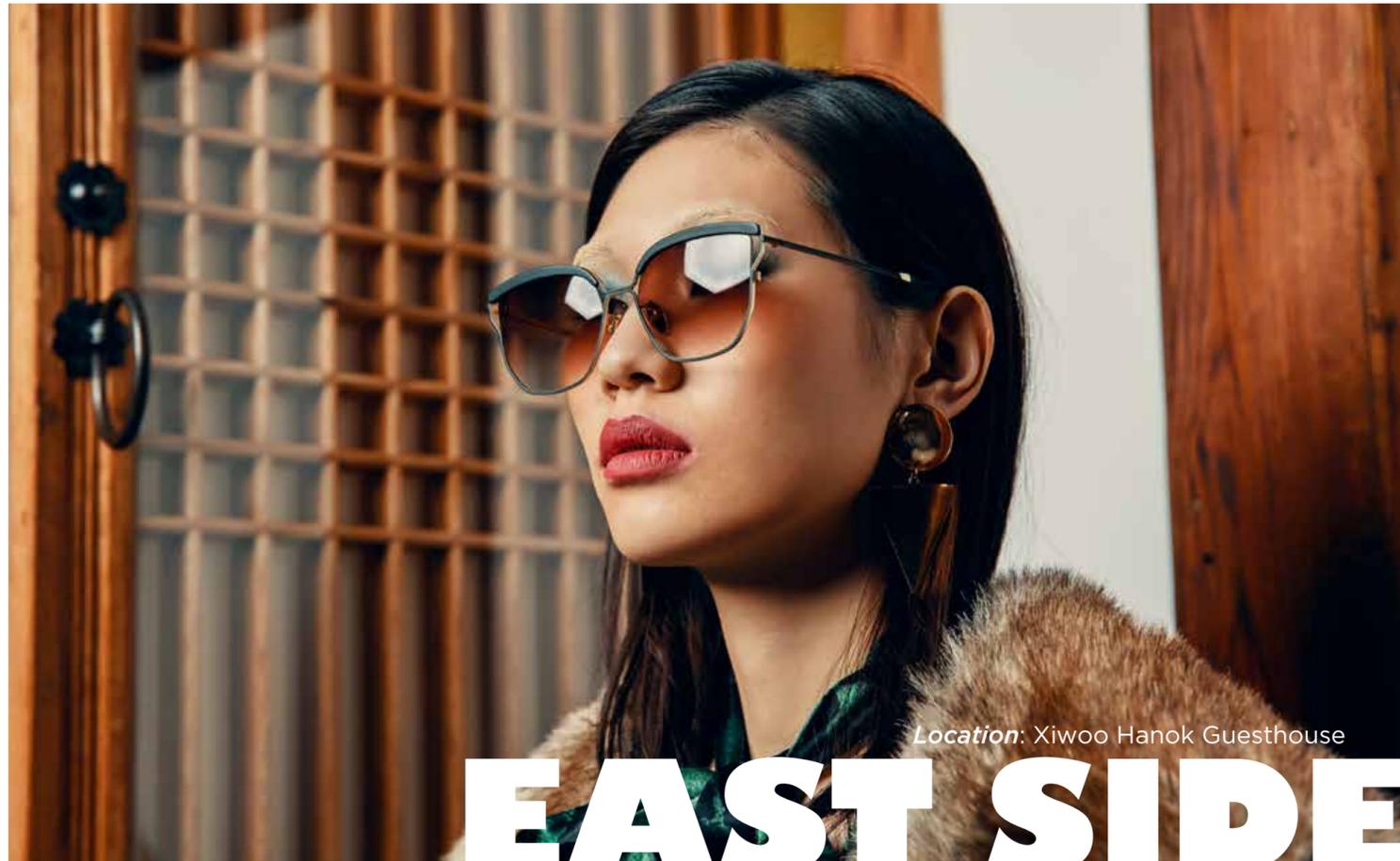
VISUAL EFFECT



BURBERRY 4283F 300187  
Location: National Museum of Korea

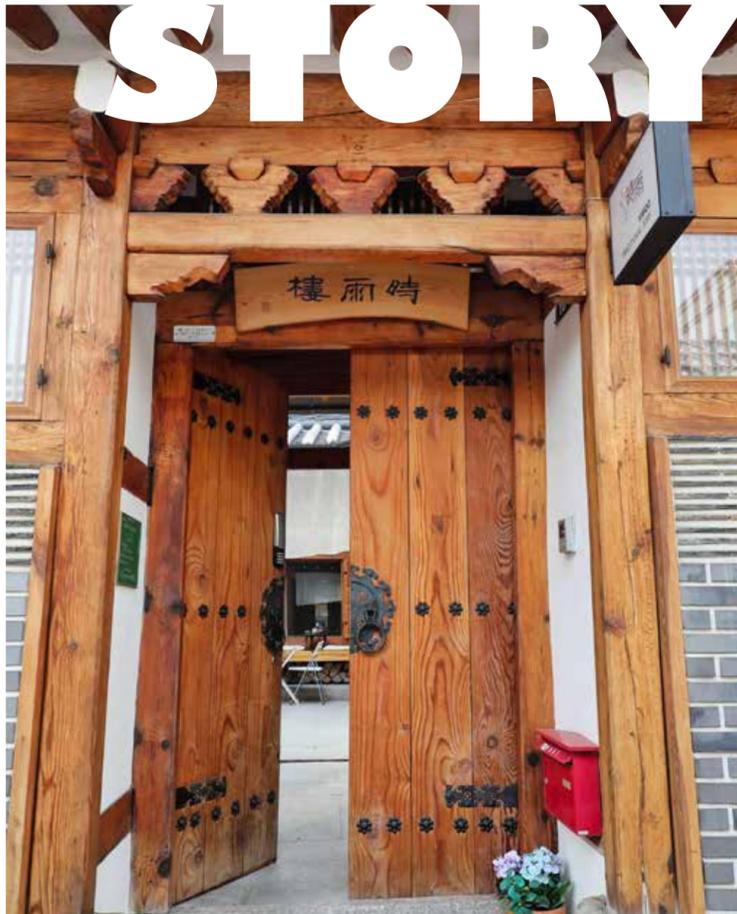
EYE SEE YOU





Location: Xiwoo Hanok Guesthouse

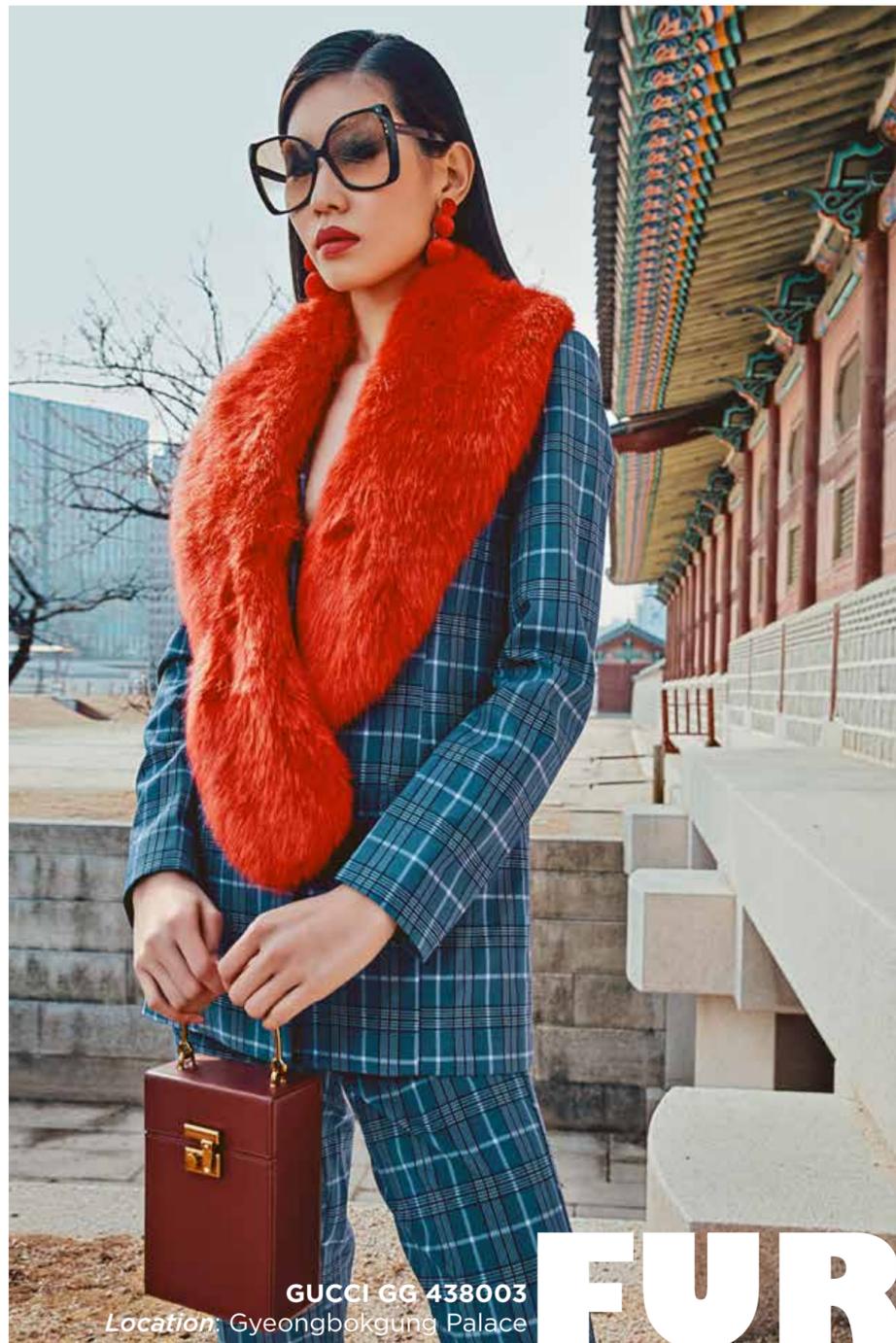
# EAST SIDE STORY



ARMANI EXCHANGE 4068S/F 82404Z  
Location: Near Gyeongbokgung Palace

# KOREA IN SIGHT





GUCCI GG 438003

Location: Gyeongbokgung Palace

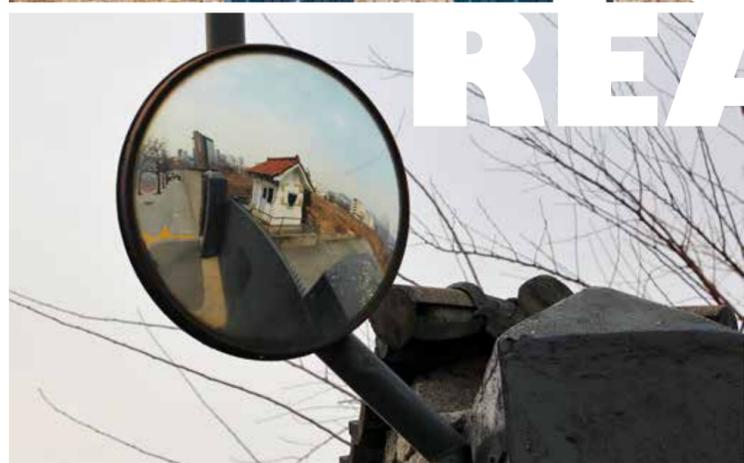
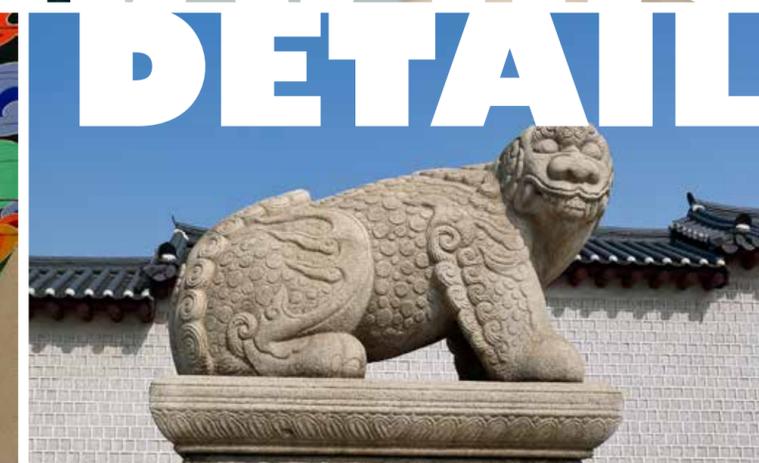
# FUR REAL



RAYBAN 3584N 90847J

Location: Olympic Park

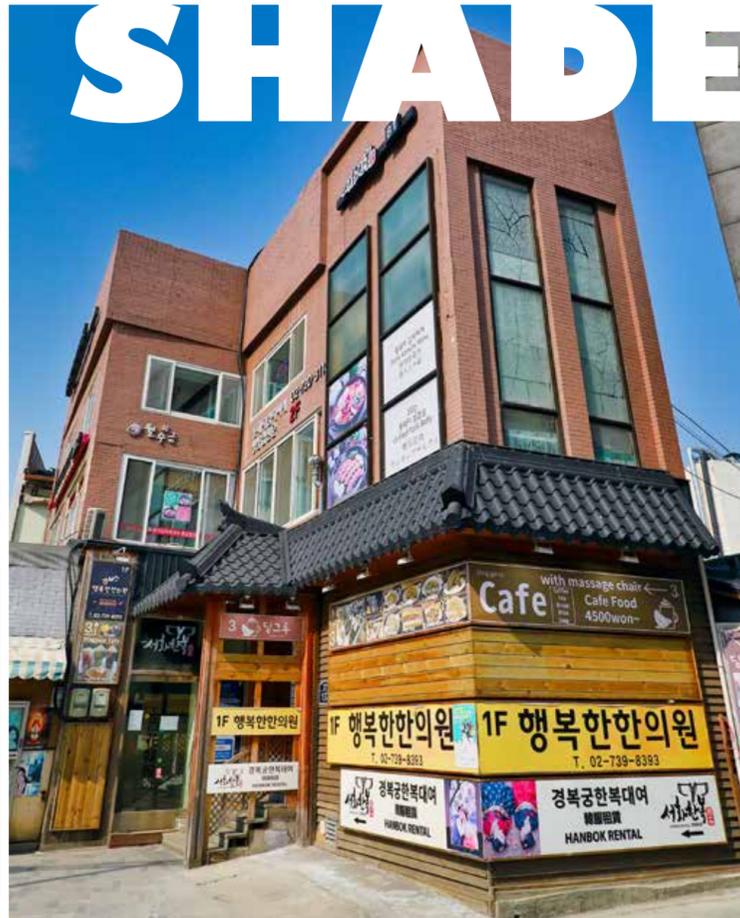
# GRAPHIC DETAIL





CARTIER CT155S 003  
Location: Xiwoo Hanok Guesthouse

# THROWING SHADE



Location: Shinsa-dong

# ASIAN INVASION



# SIGHT TO BEHOLD

A CLASSY PAIR OF FRAMES MAKES YOU STAND OUT NO MATTER WHERE YOU GO.



GIORGIO ARMANI 8090 5017/R5



POLICE SPL592K 579X



ARMANI EXCHANGE 2023S 60886G



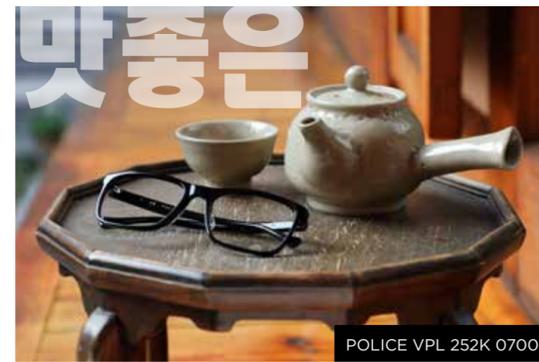
HUGO BOSS BOSS1038/S FILIR



RAYBAN 5357 5707



CHRISTIAN DIOR DIOR ULTIME 1



POLICE VPL 252K 0700



JAGUAR 3971216500



HUGO BOSS BOSS1038/S FILIR



MOSCOT TRAVIS STRAW



MOSCOT YUKEL HAVANA/GUN



HUGO BOSS BOSS1048 000



MOSCOT PUNIMSE GOLD/SPOT



JAGUAR 378041650



BOSS

# ALL THAT DRAMA

Gucci shows off its flair for the theatrics with its 2019 Spring/Summer eyewear collection.

## Cruise

The new Gucci Cruise eyewear collection personifies the dramatic energy of the runway show on Promenade Des Alyscamps in Arles, as it blends sparkling adornments and ultra-modern designs with bold, vivid tones and exotic leathers.



**GG0484S**  
Sleek acetate and theatrical water snake leather meet in the middle to form this oversized, square design. These contrasting materials are mediated by a narrow gold band that run along the middle to join the maxi interlocking G logo on the temples.



**GG0496S**  
These frames draw inspiration from gothic noir styles to create an unconventional spiky look. The Gucci lettering logo lends a touch of the classics, but the eccentricity soon takes over with the decorative cutout details on the end tips.



**GG0498S**  
This frame features amplified proportions designed with acetate, finished with an oversized interlocking gold G on the temples.



**GG0499S**  
Gucci pays tribute to chain jewelry through the temples of this oversized, mask-like acetate frame. The delicately feminine temples displays the oversized interlocking G logo along with its cutout details.

## From the Runway

After making their debut at the Gucci Spring/Summer 2019 fashion show in Paris, these sunglasses continue to wow with their radical shapes, exaggerated accents and eye-catching embellishments.



**GG0543S**  
This stocky rectangular shape pays homage to the artisanal eyewear of the 50s with its oversized square temples. The frame features a custom-made sheet of acetate known as cremino, which sees the top layer covered in ivory, the second layer made up of tortoiseshell and the last layer comprising of a horn-effect.



**GG0541S**  
This futuristic frame looks more suitable in a sports arena than a runway, but it actually echoes vintage visors from the 60s, 70s and 80s. Embellishing star-shaped rivets on the front give it the classic Gucci look, along with the logo lettering engraving and GG logo on the cutout end tips.

## Miami Vibes

These bold shapes evoke island living and the carefree spirit of the 90s with their cutout motifs, gold finishes and spoiler details.



**GG0468S**  
The chic details of these sunglasses are further amplified by the spoiler lens section on its side. The gold plaque bearing the Gucci logo and the rimmed cutout decorations at the end tips give it an additional opulent look.



**GG04700**  
This round design from the 90s is given a modern makeover with the spoiler lens detail outlined with a vivid golden rim that matches the gold Gucci logoed plaque and the decorative embellishments on the cutout end tips.

## Sophisticated Acetate

The feminine and sophisticated shapes of these lightweight frames is the result of a painstakingly meticulous process of polishing and riveting the acetate by hand.



**GG0472SA**  
This oversized butterfly frame is further enhanced with a rounded shape, and polished to acquire a delicate aesthetically pleasing look. The end tips feature an interlocking G logo on the inside.

## Guilloché Décor

Highly ornamental in design, these jewellery-inspired Guilloché masterpieces exude 80s nostalgia updated with a modern charm.



**GG0478S**  
The rugged caravan style sunglasses are further accentuated by a bold top acetate design. The front frame is further spotlighted with its jewellery-inspired guilloché oval décor and Double G motif.

## Fashion Show Evolution

The world of fashion is quirky, unconventional and ever-changing, and these eccentric characteristics are what inspired these edgy designs that feature colourful lenses, contrasting materials and of course, the classic interlocking G logo.



**GG0434S**  
These square sunglasses are amplified with pointy angles and a sharp flat visor. Its slim metal temples bear the Gucci logo and Double G motif on the cutout end tips.



**GG0435SA**  
The contrast between the bold, sharp angles of the frame and its delicate metal temples make this oversized square design seem more pronounced than ever. The Gucci lettering provides a customizes touch, along with the interlocking G logo on the cutout end tips.



**GG0437SA**  
This parabolic shape of these lens bordered by a narrow gold metal frame highlights the trendy nose bridge design. The slim temples are adorned with the Gucci lettering and the interlocking G detail.



**GG0439O**  
Rectangular shapes will never go out of style. Gucci brings back this timeless classic revamped with a colourful metal rim and delicate temples embellished with the Gucci lettering and Double G motif on the cutout end tips.

# CLASSICS WITH A TWIST

For its Spring/Summer 2019 eyewear collection, Cartier brings back its signature sophistication revamped with a contemporary update.

Cartier's eyewear collection continues to draw inspiration from the Maison symbolism in the world of jewelry and watchmaking as it unveils its Spring/Summer 2019 Eyewear Collection. The latest range sees Cartier incorporate a modern take on its iconic shapes and embellishments, creating a timelessly chic design revamped to exude stylish flair and a bold character.

## Santos de Cartier

With its classical pilot shapes and geometric silhouettes, the new Santos de Cartier collection is immediately recognizable. The sleek frames are further enriched by contemporary leather lapels, while the iconic metal screws brings to mind the airplane rivets that also served as inspiration for the Santos watch.



**CT0166S**  
This frame features a distinctive pilot design enhanced with a calfskin leather lapel over the bridge. Polarized lenses take center stage amid a platinum finish accompanied by the classical metal screw and the Cartier logo etched on the temples.



**CT0165S**  
Styled with a golden finish and the iconic calfskin leather lapel, this navigator design is further complemented by geometric acetate end tips and multiple screw details. This style is fitted with polarized lenses and carried the Cartier logo engraving on its temples.

## Panthère de Cartier

The Panthère de Cartier collection frames its elegant feminine shapes with the sleek three-dimensional panther, an image inspired by the Maison's jewellery range. The emblem evokes an artisanal wildness that only serves to add flair to the delicate designs.



**CT0149S**  
All eyes are instantly drawn to the black hand-lacquered eyes of the three-dimensional panther emblems, which is perched atop a light semi-rim design bordering lightly-coloured lenses. The temples are accentuated with Cartier's logo.



**CT0151O**  
A semi-rimmed round frame in lightweight metal gives this design its signature look. The upper parts of the front features two lithe panther emblems, while the temples are engraved with Cartier's iconic logo.

## Signature C de Cartier

The timeless and well-recognized C initial makes its appearance in the Signature C de Cartier collection. Complemented by the frame's simple construction and functional elements, the symbol sets the frame apart, while still embodying Maison's expert craftsmanship.



**CT0152S**  
This design features a rimless, round frame enclosed by an ultra-light design and colour matching acetate end tips. The temples simulate Maison's prior eyewear designs, while the characteristic C de Cartier detail provides the finishing touch.



**CT0163S**  
This classical, titanium square frame is redefined by the C-shaped nose on its double bridge structure, along with the engraved Cartier logo on its temples.



**CT0164O**  
The semi-rimmed round design is crafted from titanium, which gives it a distinctive lightweight structure. It is further accentuated by a smooth C-shaped bridge design and the Cartier logo engraved on its temples.

## Première de Cartier

Première de Cartier returns this season with inspirations from the 1983 Cartier Eyewear Collection, featuring new colours for women and strong concepts for men. Each frame is given the signature Cartier treatment with the C de Cartier detail and the Godron motif.



**CT0155S**  
These sunglasses spotlights a full-rim, narrow cat-eye shape, accented by coloured lenses and an internal burgundy anti-reflective coating. The hinges are adorned with the classic C de Cartier detail, while the Godron motif is featured on the bridge.



**CT0156S**  
These round frame designs are complemented by a burgundy anti-reflective internal coating. The C de Cartier initial stands out on the hinges, while the Godron motif can be found on the bridge.



**CT0157O**  
The narrow cat-eye design creates a modern, innovative look with refined hinges embellished with the C de Cartier symbol. The Godron motif can be found on the bridge while both temples are engraved with the Cartier logo.



**CT0158O**  
A round, full-rim structure is featured prominently in this style. The hinges are accented by the C de Cartier detail, while the bridge is adorned with the Godron motif. Both temples display cutout end tips, along with the signature Cartier logo.



**CT0159S**  
This masculine pilot frame is enhanced with a bold acetate finish and a narrow metal rim around the lenses. The hinges bear the Godron motif and the C de Cartier detail, while the temples are engraved with the Cartier logo at the end tips.



**CT0161O**  
The classic rectangular frame is remodernized with a full acetate frame. The classics still made a comeback in the form of the Godron motif and the C de Cartier detail on the hinges, as well as the Cartier logo etched on the end tips.

# KATE SPADE NEW YORK SPRING/SUMMER 2019 EYEWEAR COLLECTION

Spring 2019 marks the debut collection for Nicola Glass, Kate Spade New York's new Creative Director. Having always been attracted to the brand's core DNA - the modern use of color and sophisticated, authentic design - Nicola Glass saw an opportunity to examine and refine the existing codes of the house, evolving them in her own unique way.

With a focus on optimistic femininity - empowered, confident dressing with an easy, sunny sensibility - Nicola infuses a refined approach to color, a sense of discovery, and, of course, the spade - the signature mark of the house - used as a design element that is integrated both overtly and subtly throughout her collections.



#### **Citiani/g/s**

Soft rectangular-shaped sunglass in acetate offered with two-tone, milky to transparent, color blocking on the front and a dedicated temple. Two metal rivet details adorn the frame front with a signature metal spade logo on left temple. Available in pink/burgundy shaded, brown shaded/brown shade and black/green.



#### **Kiyah/s**

Square-shaped sunglass in thin, shiny metal with adjustable nose pads, color coordinating acetate temple tips and signature metal spade logo on left and right temple. Available in light gold/brown shaded polarized, gold/blue/rose gold/gray shaded pink and palladium/brown shaded.



#### **Makensie**

Round shaped optical frame in thin, shiny metal featuring signature metal spade logo on left temple, adjustable nose pads and color coordinating temple tips. Available in palladium, rose gold, light gold and transparent almond.

The KATE SPADE NEW YORK eyewear collection is produced and distributed by Safilo Group.

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ART DIR: PAUL MARCIANO PH: TATIANA GERUSOVA © GUESS, INC. 2019

# GUESS

# Vision Mission

Most people don't realize the need to care for their eyesight, until it is too late. Follow these simple steps to ensure optimal vision right up till your golden years.

"Hygiene is defined as the part of medicine that aims to preserve health and prevent illness." Therefore, visual hygiene is a set of rules designed to improve visual performance and mitigate problems with your eyesight.

There is sufficient evidence that undue stress on the visual system will eventually lead to visual problems such as nearsightedness and astigmatism, as well as other disorders such as focusing and binocular coordination problems like strabismus.

### Computer Vision Syndrome (CVS)

CVS is defined as a category of eye and vision related problems that results from prolonged computer use. Studies indicate that 50 to 90% of computer users suffer from symptoms of this syndrome. The most common symptoms include eyestrain, dry eye, eye irritation, headaches, blurred vision and double vision.

We cannot eliminate the tasks from our daily routine, however they can be carried out in a manner that imposes minimal stress on the visual system. Simple precautions such as proper lenses, posture, lighting, ergonomics and working distance can do wonders towards reducing the strain on our eyesight. The following tips are effective in reducing such stress on our vision:

### 1. POSTURE

- Sit properly. Your feet should touch the ground, with your legs bent at right angles and your back touching the backrest.
- Avoid reading while lying on your stomach, on the floor or on the bed. Avoid reading in bed unless sitting upright.
- While watching television, make sure to sit at least 6 feet away.
- Position your reading material at an elevated 20 degree angle from your work station.
- The appropriate distance to hold your reading material is the distance from your fist to your eye or to your elbow.
- When working on the computer, position your seat (or screen) so you are looking down from the top of your screen at about a 15 degree angle.

### 2. WORKING DISTANCE

Conduct your activities at a comfortable HARMON distance or slightly further. This is the distance from the middle knuckle to the elbow. Working at the HARMON distance reduces nearpoint visual stress.

### 3. FURNITURE

Children need appropriate furniture for their size. Hence, chairs need to be adjustable to the child's height. The base of the table should have an inclination of 20°, to ensure a more relaxed posture, and a better visual position. If you do not have a table, a lectern is also a good idea.

### 4. LIGHTING

- Your work area should be well illuminated with light that is gentle on your eyes, and does not create glare or shadows.
- The lighting used should be about three times that of the surrounding background. For right-handed people the light should originate from the left, while for left-handed people, their light should be coming from the right.
- Natural light is always better for the eyes than artificial light. Consider investing in a natural daylight bulb for these tasks, such as an OTT Light bulb (optimal for daytime reading).

### 5. BREAKS

- It is suggested that after every 20 minutes of work, you should look at something 20 feet away for about 20 seconds. This known as the 20-20-20 rule.
- Studies have shown that people tend to blink about half as much as normal when they are staring at a computer screen. To compensate for this, take an occasional break to apply artificial tears as per required.
- Should symptoms of eyestrain emerge, such as headaches, redness, itching or blurred vision, it is advisable to consult a specialist as soon as possible.

### 6. ENVIRONMENT

The study room should be well ventilated and kept at a regular temperature, in order to avoid the continuous exposure to heat and air conditioning, which can promote dry eyes.

### General recommendations for other daily activities:

The following indications will help you to maintain good visual hygiene:

- You should never watch television with the lights off, neither should you be too close to the screen or lying on the floor.
- Your diet should be rich in vitamin A.
- It is important that your hair does not cover your eyes.
- Visual correction means should be utilized for each activity.
- These recommendations are essential to ensure excellent quality of vision for children and young people right up until adulthood.

EXCELVIEW MID VALLEY LASER EYE CENTRE  
Stella Choo Pei Fang, BSc (Hons) Optom (UKM)



## The Gift of Giving

Focus Point proudly commences with the Miss Focus Point Dazzling Charity Ball, a momentous event that reaffirms the company's commitment to giving back.

Kuala Lumpur, December 10, 2018 - Focus Point, Malaysia's leading optical chain store, who has been actively involved in charity activities via its Focus Point Caring Hearts Charity Foundation, marked another momentous day by hosting yet another fund-raising charity event - the Miss Focus Point Dazzling Charity Ball. The highlight of the event will be the inclusion of a subsidiary title show from the Miss Tourism International 2018 World Final's 43 delegates at the Tropicana Golf & Country Club.

Launched in 2007, the Focus Point Caring Hearts Charity Foundation has been Focus Point's Corporate Social Responsibility arm, undertaking all of the company's community outreach programmes to give back to the society. Driven by the motto of "Together, We Make A Difference", the Foundation has spearheaded numerous charitable initiatives and fund-raising activities. This encompasses the foundation's annual programmes, such as the World Sight Day, diagnostic eye screenings for students and the public, spectacle donations, awareness campaigns and workshops, blood drives, charity home visitations and fund donations.

On this special occasion, Focus Point Caring Hearts Charity Foundation donated RM50,000 to nine charitable organizations and/or homes to better support the underprivileged communities. These organizations are the Global Peace Foundation (RM10,000), Lovely Nursing Centre (RM5,000), Pertubuhan Kebajikan Anak- Anak Yatim dan OKU Mesra Petaling Jaya, Selangor (RM5,000), Pusat Jagaan Cahaya Kasih Bestari (RM5,000), V Care For You Home (RM5,000), Persatuan Kebajikan Amal Da Ai Malaysia (RM5,000), Persatuan Kebajikan Kanak-Kanak Terencat Akal Malaysia (RM5,000), Pusat Jagaan

Kanak-Kanak WP (RM5,000) and Pertubuhan Membantu Pesakit Parah Miskin Malaysia (RM5,000).

The esteemed sponsors, influencers and members of media were invited to join the charity ball and enjoy the accompanying subsidiary title show. Focus Point is hosting this subsidiary title to Miss Tourism Queen of the Year International for the ninth consecutive year as Gold Sponsor & Official Eyewear Chain Store.

43 stunning women from around the world sashayed down the runway decked in stunning outfits and the latest branded eyewear collection from Focus Point. These ladies were selected based on their beauty, grace and presence on stage. One of them would walk away with the ambassadorship at Focus Point, the entirety of Focus Point's latest branded eyewear collection, and of course, the much-coveted title of Miss Focus Point Dazzling 2018. In addition, the People's Choice Award would also be awarded to the contestant who won the highest vote from the 250 invited guests.

"We are very pleased and honored to collaborate with D'Touch International Sdn Bhd, the organizer of the Miss Tourism International World Pageant, and to once again become the Gold Sponsor for this event. It is our absolute privilege to bring to you these beautiful delegates from all over the world," said Datin Nancy Sim, Chairman of Focus Point Caring Hearts Charity Foundation.

Among the panel of judges for this year's event were the Founder/ Chief Catalyst Officer of Grandeur & Elegante International Business Award - Datuk Rachel Chong, Miss Malaysia Tourism Queen of the Year 2011 - Miss Eugenee Ooi, Miss Malaysia Asia Pacific 2017, and Ms. Pariz Lai.

MYSTYLE

PROFILE

NEW

TECHNOLOGY  
CUSTOMISED TO MEET YOUR  
INDIVIDUALISED LIFESTYLE



MODERN

New progressive wearers who want to adapt to their lenses comfortably



ADVENTURE

Outdoor lovers or wearers who require good distance visual acuity



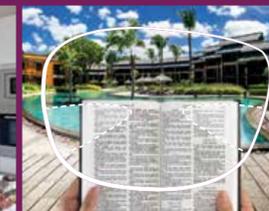
STABLE

Wearers who require good vision at all distances



DETAIL

Wearers who spend a lot of time indoors or require good optical clarity at close and intermediate distances



EXPERT

Experienced progressive wearers who often view objects from a distance or close-up



Struggling with clear, comfortable vision whenever light conditions change?

Sunglasses provide UV protection, glare reduction and comfortable vision. But even when wearing them we often struggle to see clearly because of constantly changing light conditions. The lenses can either become too dark in shady areas or too light in bright sunlight. We then tend to take them off, leaving our eyes unprotected.

ZEISS AdaptiveSun Solutions. Smart sunglass lenses that adapt to changing light.

ZEISS AdaptiveSun Solutions are sunglass lenses designed to automatically adjust their colour intensity depending on UV exposure, giving you full UV and glare protection.

- Versatile**  
Adapts to changing light conditions for clear and comfortable vision.
- Full UV protection**  
Comes standard in all ZEISS AdaptiveSun Solutions.
- Reduces glare**  
Changing tint reduces glare and light intensity. Polarized sunglass lenses are available for extreme light conditions.
- Fashionable**  
A choice of colour options to suit your personal style.



- Fast**  
ZEISS AdaptiveSun sunglass lenses adapt to changing light fast – for more convenience. Darkens in 18–35 seconds!
- Dark and darker**  
ZEISS AdaptiveSun sunglass lenses become very dark outside in sunlight – for optimum vision at all times?<sup>2</sup>  
- In shady conditions, the lenses absorb up to 60% of light.  
- In bright, sunny conditions, the sunglass lenses are “activated”, and absorb up to 97% of light.
- Colour consistency**  
ZEISS AdaptiveSun sunglass lenses demonstrate excellent colour consistency – for natural sight.
- Glare reduction**  
ZEISS AdaptiveSun sunglass lenses are available with polarization for extreme light and glare conditions.

<sup>1</sup>Photochromic performance depends on temperature, UV exposure and colour.  
<sup>2</sup>As with all photochromic lenses, ZEISS AdaptiveSun sunglass lenses will become much darker in cold, sunny environments, and may limit visibility in extremely cold weather. They are not suitable for operating open air vehicles such as convertibles, motorcycles, all-terrain vehicles, snow-mobles or engaging activities such as skiing.

ZEISS AdaptiveSun Solutions. Smart sunglass lenses for a convenient, fashionable lifestyle.

ZEISS AdaptiveSun Solutions are available in four fashionable colours, in solid or gradient tints that provide protection in medium to high light intensity. When exposed to UV light, these smart sunglass lenses automatically change their colour tone from very dark in bright sunlight to a moderate dark shade in lower level

Protected from all directions – in style.

ZEISS DuraVision Sun UV and DuraVision Mirror UV

Sunlight doesn't only come from the front, but also from behind and reflects off the back of the lens, especially if it's tinted. ZEISS DuraVision Sun UV is a high-end, anti-reflective coating package applied to the back of the lens to eliminate distracting reflections. A transparent hard coat can be applied to the front surface to give it the appearance of fashionable sunglasses. ZEISS DuraVision Mirror UV combines the anti-reflective ZEISS DuraVision Sun UV on the back surface, with a stylish mirror effect on the front of the lens.





**FreshKon®**  
**MOSAIC**  
 Cosmetic Contact Lenses

# MOSAIC 1-Day



HA UV Blocking

Available in 10pcs & 30pcs pack



Charming Brown

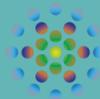


Urban Grey



## JUST ONE LOOK IS ALL IT TAKES TO CAPTIVATE YOUR BEHOLDERS.

Enhanced your eyes with the rich yet natural colors of FreshKon Mosaic 1-Day cosmetic contact lenses. With our POINTILLA™ feature, a specially designed unique hyper-real pattern, FreshKon Mosaic 1-Day gives your eyes an extra touch of subtle beauty with a fresh pair of lenses everyday.



**POINTILLA™**  
 Unique hyper-real pattern



**HA**  
 For optimal ocular lubrication and hydration.



**58% WATER CONTENT**  
 High water content for better oxygen flow and surface wettability.



**UV Blocking**  
 Blocks harmful UV ray.



US FDA K122315 CE 0120 SGS

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# PORSCHE DESIGN

EYEWEAR



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