



Kiel, 31 August 2016

An abundance of colour for the 2016 autumn/winter season: fiery fashion colours and warm berry tones

- RED PASSION
- COLOURED FRAMES
- RUBY RED

The mood as summer comes to an end presents itself in the full range of autumn shades of red – as seen in the current RANGE OF RED glasses and sunglasses collection, available now at lensbest.de.

The silhouettes are still narrow with the glasses frames. The frames themselves have a delicate and subtle finish providing a highly interesting contrast to the dramatic and very vivacious colours! The typical shape for glasses for autumn/winter 2016/2017 is the Wayfarer frame, which suits almost any face shape with its trapezoid shape and slightly upward turned ends. Matt-brushed metal in ruby red and rusty red, transparent plastic and a material mix in two-tone look give the glasses a very special touch. The collection's sunglasses are also in the spirit of red passion! The sunglasses present a firework display of colours for the darker months with stunningly dramatic reflective coatings in shades of fuchsia and pink plus colour coordinated frosted, semi-transparent plastic temples. A model from the Range of Red collection adds a perfect colour accent to an understated outfit in subdued colours but can also reveal its brilliance in a tone-on-tone look!

[LINK to the ROR sunglasses](#)

[LINK to the ROR glasses frames](#)

We will of course be happy to send you samples or a clipping path on request.

About 4Care GmbH

4Care is a division of the international MyOptique group and is a leading omni-channel suppliers of contact lenses, care products, eyeglasses and sunglasses across Europe.

The Kiel- based German company is known for its high-quality products, personal advice and innovative sales concepts – online and over the counter.

4Care's brand promise is to offer everyone – everywhere – the perfect solution for their eyes. Customized and comprehensive product and service solutions for maintaining healthy and optimal eyesight are a matter of course. 4Care is a certified manufacturer of medical products throughout Europe. With its strong portfolio of brands (Lenscare Contact Lenses and Solutions, Lennox Eyewear Glasses and Sunglasses and Acumed Contact Lenses, Solutions, Sunglasses and Ready Readers) the company serves various target groups and market segments through diverse distribution channels. Furthermore Lensbest, the interactive Online-Shop, offers a wide variety of professional consulting services such as informative videos, interactive help in finding the right type of lenses or glasses and a virtual try-on.

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Our brands:

