

MENTALITIES

FASHION

Market Moments

A snapshot of the industry's latest launches, collaborations and up-and-coming designers.

Garrett Leight Launches Eco-Friendly Line

Garrett Leight is getting into the sustainability game.

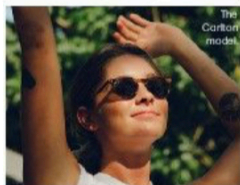
For spring 2022, the eyewear brand is launching its first eco-friendly collection of sunglasses and optical frames. The collection uses M49, a sustainable eco-acetate that is bio-based and biodegradable and is created by combining cellulose acetate and a plasticizer of vegetable origin. It produces 60 percent less carbon dioxide than traditional plastics and consumes 53 percent less energy than industry standards, the company said. By utilizing these mostly composed materials from

renewable sources, the brand is limiting its use of fossil fuels and reducing emissions of greenhouse gases.

The eco-styles include the Ruskin and the Carlton in optical and sun options, along with the Carroll, Woodlawn and Naples, which are being made available in a variety of new colors, in optical.

Accompanying the frames is a cleaning cloth made from 80 percent plastic bottles, a case made from animal-free eco-suede, and a case wrapper made from FSC-certified recycled paper.

Garrett Leight, founder and chief executive officer, said, "For over a decade, California has been a huge influence on the brand and our love for it extends to the planet we share. We are, by definition, slow fashion, but we recognize there's more we can do and we're ready to level up."



The Carlton model.

In addition to the eco-friendly styles, the full spring collection will include Dimmick, Broadway, Paloma M, Elk Grove, Oakwood, Harbor, Holly, as well as new colorways of bestselling styles Wilson, Brooks X, Hampton X, Clark and Clune.

—JEANNE PALMER

Facetasm, Incotex Link for Capsule

The Incotex and Facetasm capsule collection.



Incotex, part of the Slowear stable of brands, is tying up with cult streetwear label Facetasm for a capsule collection reissuing the Italian premium paint maker's very first collection, "Red," which made its debut in 2007.

Marking the first time the company has ventured into ready-to-wear categories other than pants, the capsule includes T-shirts, tops and oversized jackets. It was orchestrated by premium London-based show.com. Tomorrow Ltd. and is covering the fall 2022 and spring 2023 seasons. The first drop is slated for September.

Marking a departure from Incotex's signature laden aesthetics, the collection is injected with the Japanese street brand's cool twist, via checkered and chevron patterns and pastel hues, including turquoise and workwear-inflected silhouettes.

"The collaboration was designed with the idea that we could create harmony between two brands that have completely different ways of expression, but bring them together. This way we would create clothes beyond our imagination," said Hirochika Ochiai, the creative behind the hip streetwear brand.

—MARTINO CARRERA

Barton Perreira, Teddy Vonranson In Sunglass Collab

Barton Perreira works with the finest eyewear manufacturers and leading artisans in Japan, who combine centuries-old techniques with modern technology.

Bill Barton and Patty Perreira—two well-known eyewear industry figures who founded the brand in 2007—have brought their innovative designs to some of fashion's best-known labels. Perreira has worked with brands such as Vera Wang, Prada, Miu Miu, Paul Smith and, for more than 18 years, Oliver Peoples. Barton began his career as an optician, learning the intricacies of the industry, which led to his post as chief executive officer of Oliver Peoples, where he is credited with driving growth before moving on to found Barton Perreira.

The brand's frames are not mass-produced, and are released in limited quantities.

The duo has collaborated to create notable collections for the latest James Bond film, "No Time to Die," as well as for Fear of God, which is designed by Jerry Lorenzo. They can now add American designer Teddy Vonranson to their lineup with a new interpretation of the Domino frame.

First shown at Vonranson's spring 2022 presentation in September, the Domino sunglasses frame is bold, rectangular and comes in five colorways: matte black, black horn, royal, ivory and Tokyo tortoise.

"I gravitated to the Domino frame right away as it is a timeless American style with a modern edge, a key characteristic of the TVR man," said Vonranson.

The sun style will be available with clear and espresso-colored lenses with antireflective coating and includes Barton Perreira's signature Japanese acetate finishes.

"The Teddy Vonranson brand represents true modern American classics, and our Domino frame is just that, making it the perfect style for our collaboration," said Perreira. "Teddy has a unique ability to draw inspiration from the best attributes of both the East and West Coasts and apply them to his pieces."

The limited-edition style will include collectible Barton Perreira x Teddy Vonranson packaging. Priced at \$495, the collaboration will launch exclusively on BartonPerreira.com and TeddyVonranson.com beginning Tuesday, and is available now at Barton Perreira's retail stores.

—LUS CAMPUZANO



Barton Perreira x Teddy Vonranson Domino Sunglasses.



Barton Perreira x Teddy Vonranson Domino sunglasses in Tokyo tortoise.



Barton Perreira x Teddy Vonranson Domino sunglasses in royal.