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Fashion

Clive Somers Reading Glasses Shine in Magazine Editorial Shoot

The Clive Somers iconic reading glasses line was shot and styled by celebrity fashion photographer Caesar Lima, on location at his stunning Malibu home. The pictures will be featured in a national lifestyle magazine editorial in September.



Clive Somers has taken the designer sunglasses approach to reading glasses.

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Clive Somers reading glasses were the focus of a recent editorial shoot by internationally renowned fashion and product photographer Caesar Lima. The editorial shoot was designed to showcase reading glasses as a fashion accessory, and to dispel the outdated negative perceptions often associated with reading glasses.

Most people over the age of 40 will need reading glasses at some point in their lives, yet the choices in reading glasses are mostly at the extreme ends of the fashion spectrum – either flashy or frumpy, with little in the way of quality in between. The Caesar Lima editorial shoot, which will be featured in national lifestyle magazine, Men's Essentials, showcases Clive Somers reading glasses as a complement and an accessory to on-trend consumers in an everyday lifestyle setting.

As consumers move on from contact lenses, sales of OTC readers, as reading glasses are classified, have increased substantially across all age groups and demographics. In an effort to address a growing part of the market, those concerned with fashion as much as function, Clive Somers has taken the designer sunglasses approach to reading glasses. Using luxury components such as handmade cellulose acetate frames and polycarbonate lenses,

Clive Somers is aiming for a design-conscious segment of the market, though at a price point that's more affordable than more established designer or luxury eyewear brands.

The reading glasses market has been impacted by two major shifts in the population over the last decade. The first is that eyewear has become increasingly fashionable, with sales in North America, Europe and Australia climbing steadily year over year. Secondly, further positive growth has been driven by demographic factors, as a result of an ageing population.

Damian Loth, publisher of Men's Essentials said, "Clive Somers was chosen for the editorial because it's is an edited collection of reading glasses designed for those concerned with personal style and value for money. To a casual observer, they don't look like reading glasses at all, they just look good."

"We wanted to show our readers that you don't need to spend luxury brand money for stylish, quality reading glasses."