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by Elyse Glickman

Cinzia Eyewear



All the Better to See You With

While some better and designer lines of frames and sunglasses address specific needs beyond the obvious (sun protection and vision correction), **Cinzia Eyewear**, which made a splash at **Gavin Kelly's** high-visibility gifting suites for the **2007 Academy Awards** and the **2007 Emmys** showed that you can do eyewear as a whole lifestyle thing.

While Cinzia at the suites opened up people's eyes to the benefits and the style possibilities of sexy, colorful reader glasses for indoors and outdoors, they also followed suit with a line of accessories to make high fashion and better vision within easy reach, from dapper leopard cases that come with the glasses to eye-wear jewelry that is everything but stodgy or aging.

Her collection, designed in Italy and complimented with chic accessories (such as specially designed holders that look more like designer jewelry with semi-precious stones), becomes something you look forward to using every day. Great colors, great shapes, comfortable materials and sleek carrying cases...the works. She also designs for active lifestyles, with sunglass readers that look stylish at the pool or working on the computer at your favorite coffee shop, helping you see better and providing UV protection.

To see how better eye care can really work for you, read about Cinzia's philosophy and collection at www.cinziadesigns.com

This week, **one lucky reader** will get a clearer vision of why readers can make you look as good as your eyes should feel with proper care.

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