



GREAT BRITISH EYEWEAR
WILLIAM MORRIS | LONDON

Press Release

COMBINING STRENGTH WITH ELEGANCE – THE NEW AW19 BLACK LABEL COLLECTION MADE IN JAPAN

This year's Autumn / Winter 2019 collection offers a true essence into what a Black Label range has to offer. Combining audacious styles along with refined art unites the perfect balance between daring eyewear and wearable designs.

A collection fit for an individual seeking to not only overcome challenges of life but embrace them with fearless commitment, to be poised and ready for whatever life decides to throw at them.

Each frame takes influence from runway designs however are applied with careful thought and exclusive input. Providing

unique styles that each in their own light produce awe of inspirational dexterity.

Living up to these expectations is BLCHARLEY for the Black Label woman, crafted into a cats-eye figure intends for an elegant style yet prepared to spring into action. An arched metal brow line links the rims, combining strength with elegance. The perfect frame to represent the Black Label collection.

BLHUGO, a captivating frame that carries strength and endurance for the Black Label male. Moulded into a slim yet robust metal frame with a double top bar and pointed rims make for a

truly intriguing piece. Get suited and booted and this frame will emit the true sophistication this premium range has to offer.

Each style is made in Japan and designed in premium Mazzucchelli acetate, a designer brand that excludes the designer price tag. To finish, each frame is intricately branded with the WM logo that's embedded in nose pads and temple tips, a chance to represent premium quality without excluding individuality.

Eleven new luxurious styles have been developed for release for Silmo 2019. Visit www.williammorris.co.uk to view the entire collection.

ABOUT WILLIAM MORRIS LONDON

In 1996, Robert William Morris created William Morris London - an independent British company. The aim was to offer designer glasses to everyone; providing superb original designs with unrivaled quality and unparalleled customer service. From humble beginnings to what is today a successful global brand, William Morris are represented all over the world. As the market has grown, so have the collections, designs, point of sale and everything else that goes into making a brand that is so well loved today.

FOR MORE INFORMATION CONTACT US

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