



CHARLES STONE
ORIGINAL NEW YORK EYEWEAR



*“Every person on the streets
of New York is a type. The city
is one big theater where
everyone is on display.”*

- Jerry Rubin

WELCOME TO THE CITY

Introducing our latest Charles Stone New York. This stunning new collection takes its vision and approach from the streets of New York with vibes of the seventies and eighties era. Each frame has a distinct take on the dynamic city, to incorporate iconic details for an ultimately red hot and on-point collection.



Model shown: NY 500

This brand new collection is tailored and expertly designed for the younger generation of today. Brimming with creations that are sure to catch the attention of every passer-by. Keep in mind that every individual that wears a piece of this collection, has their own unique and personalised style that sets the bar apart from everyone else. A Charles Stone wearer is the ultimate embodiment of classic yet cool, anything but boring.



TIMELESS DESIGNS
WITH A MODERN EDGE

Keep on trend with the style of the moment and treat your eyes to a sweep of subtle colour. These frames from our brand new collection give off a sophisticated yet sassy vibe and are sure to impress any passer-by with their originality.

SUBTLE SWEEPS OF COLOUR



6

7



THE COLLECTIONS

This outstanding new collection is created for the fashion savvy youth of today. Bursting with a range of original designs, it has a variety of styles to suit all. From the lightweight and super hypo-allergenic stainless steel to the colourful and versatile look of the acetate frames, this collection is the pinnacle of individuality

ACETATE



NY98

53/16x140

C1 Brown, C2 Green, C3 Black



NY124

53/16x140

C1 Purple/Turquoise, C2 Havana/Red, C3 Plum/Purple



NY301

54/13x140

C1 Purple, C2 Black, C3 Brown



NY302

51/17x140

C1 Purple/Multi, C2 Black/Multi, C3 Blue/Multi



NY303

52/18x145

C1 Black/Green, C2 Burgundy, C3 Havana



NY304

53/17x140

C1 Mink, C2 Burgundy, C3 Purple/Green

ACETATE



NY305

49/18x140

C1 Blue/Orange, C2 Grey/Green, C3 Tort/Red



NY306

49/20x140

C1 Grey/Green, C2 Blue/Orange, C3 Black/Red



NY311

48/17x140

C1 Blue Mottle, C2 Tort, C3 Burgundy Mottle



NY312

54/15x145

C1 Green/Tort, C2 Purple/Tort, C3 Black/Tort



NY307

49/16x140

C1 Red/Blue, C2 Blue/Multi, C3 Turquoise/Black



NY308

54/16x140

C1 Black, C2 Havana, C3 Blue



NY313

54/16x135

C1 Tort/Blue, C2 Tort/Purple, C3 Dark Tort/Light Tort



NY314

48/20x145

C1 Tort/Crystal, C2 Brown Gradient, C3 Black Gradient



NY309

53/17x145

C1 Blue/Orange, C2 Grey/Green, C3 Black/Red



NY310

54/20x145

C1 Dark Green/Black, C2 Tort, C3 Black/Tort



NY315

49/21x145

C1 Crystal/Tort, C2 Tort, C3 Black



NY317

54/15x140

C1 Black, C2 Blue, C3 Brown

ACETATE



NY318

56/17x145

C1 Brown/Red, C2 Black/Blue, C3 Black/Red



NY325

49/18x140

C1 Black, C2 Blue, C3 Brown



NY326

49/20x140

C1 Black, C2 Blue, C3 Tort



NY500

48/19x145

C1 Black, C2 Havana, C3 Tortoise



NY501

49/19x145

C1 Brown Gradient, C2 Black, C3 Grey Gradient



NY502

53/16x145

C1 Grey Gradient, C2 Black, C3 Tort

STAINLESS STEEL



NY93

52/17x135

C1 Black/Gun, C2 Brown/Blue, C3 Purple/Gun



NY125

54/16x140

C1 Purple, C2 Green, C3 Red



NY300

52/17x140

C1 Plum/Cream, C2 Blue/Pink, C3 Black/Purple



NY400

51/18x140

C1 Black/Red, C2 Blue/Gun, C3 Green/Bronze



NY401

53/15x138

C1 Red, C2 Green, C3 Blue



NY402

53/16x138

C1 Dark Plum, C2 Taupe/Leopard, C3 Brown/Leopard

A photograph of a multi-story brick building with several fire escapes attached to its exterior. The building has arched windows on the upper floors. The image is used as a background for the left page of a two-page spread.

**RETRO
STREET STYLE**

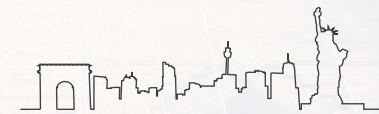
at its best!

**CLASSIC
YET COOL**

how it should be!

**FRESH &
BOLD DESIGNS**

to keep it real!



Ask yourself...

*'What else do you have in your store,
to compete with this collection, at
this price, with this style and quality?'*

... The answer – nothing!

FEATURES

Our latest collection is delicately designed using only the best and most reliable materials, giving these frames that extra comfort and durability to sit comfortably. Not only do they offer additional benefits including great colours and original designs but best of all, they're at affordable prices.



01 DESIGN

Slim and refined, with subtle retro and classic elements, these leading designs perfectly capture the epitome of New York, with funky and fresh features that live up to the streets in which the designs take their inspiration.

02 COLOUR

Bursting with colour and an array of shades, this collection is packed with a little something for every fashion forward individual. There is a fearless and flashy frame to suit all.



03 PRICE

As always, the Charles Stone collection promotes something which other brands don't - the best of fashion at affordable prices. This collection is targeted at the gutsy frame lover that loves to buy at modest prices.



A5 STREET SIGN
STRUT SHOWCARD



A5 FADED FLAG
STRUT SHOWCARD



STATIC NEW YORK SKYLINE
WINDOW BANNER



A4 NEW YORK SKYLINE
DISPLAY BOX SHOWCARD

POINT OF SALE

We have created an exciting new point of sale for this season, bringing you the ultimate New York style straight to your store. We have re-invented a whole selection of great display for that extra fresh feel. Featuring an A4 display box showcard, two A5 strut showcards and a striking banner that is sure to get eyes hooked on this stunning new collection.



THE MILL, STORTFORD ROAD, HATFIELD HEATH, ESSEX CM22 7DL

T: +44(0)1279 732424 E: info@williammorris.co.uk

WWW.CHARLESSTONENEWYORK.COM