

Pointers For Parents

Choosing Children's Eyeglasses That Will Stand Up To Wear And Tear

(NAPSA)—Now that J.K. Rowling's literary wizard Harry Potter has made it cool for kids to wear glasses, parents can concentrate on what really matters to their bespectacled children: style.



Nine West

In many ways, the styles in children's eyewear reflect trends in adult glasses. However, because of the rough-and-tumble wear that youngsters' frames must withstand, it's important

to look for designs that are made with quality materials that will stand up to being worn while "hard at play."



Fossil

One leading designer and producer of eyewear, Safilo Group, has created 21 new frames for children which combines style with craftsmanship for frames that are comfortable and wear well.

- Safilo Elasta (unisex styles for tweens and teens)—New, flexible steel temples are made with argeste, a flat stainless steel comparable to surgical stainless steel, making temples more flexible and comfortable than those made with regular steel. This allows for lighter temples, increased comfort and better shape retention. Complete with Safilo Elasta 16 spring-hinges, which are known for their quality and comfort enhancement, the new styles include three metals and one injected nylon in modified rectangular and geometric shapes.

- Chesterfield Kids (unisex



Polo Prep

styles for tweens and teens)—Geared for ages 8 to 14, these glasses are crafted with the "Flexolite Bridge," which was designed to reduce breakage, increase comfort and enhance overall durability. Four metal styles incorporate modified and regular rectangular and oval shapes.

- Fossil (girl, boy and unisex styles for kids, tweens and teens)—For the youngster who leads an active lifestyle and looks to mimic an adult counterpart, Fossil offers titanium styles that are strong, lightweight, corrosion-resistant and feature flex hinges. They offer immense comfort, decreased breakage and require fewer adjustments. Four new sporty metal styles are offered in modified oval and rectangular shapes.

- Nine West Kids (girl styles for kids, tweens and teens)—Offering a rare combination of sleekness, affordability and contemporary, trendy styling, these styles feature decorative temples and flex hinges. Four new metal and two plastic acetate styles are offered in funky double- and

triple-laminate colors and fashionable color fades.

- Polo Prep (girl and boy styles for kids and tweens)—A combination of unisex and female children's frames with flex hinges for stylish and sophisticated 6 to 12 year olds. Offered in classic and flavorful dual-tone colors.

"Mimicking their elders for fashion trends is important in the appeal of children's eyewear, but what is most important is to produce a quality product with high-tech materials, such as titanium, and new technologies," says Dick Russo, senior vice president of sales for Safilo USA. "Our flexible, flat stainless steel temples, stronger bridges and spring hinges, and other features are important in meeting both parents' and children's needs."

Safilo Group is one of the world's leaders in the design, production and distribution of quality eyeglasses and sunglasses for brands that also include Burberry, Christian Dior, Gucci, Ralph Lauren, Valentino and Yves Saint Laurent.



Chesterfield

The latest eyewear for children combines style with craftsmanship for frames that are comfortable and wear well.