

An Introduction to WestGroupe's Great Independent Brands



FYSH

FYSH combines the latest runway trends with the colors of the season, resulting in bold frames featuring fun hues, intricate patterns, and eye-catching shapes.



EVATIK

est. 2009

With equal focus on fit, function and aesthetics, EVATIK eyewear for men strikes the perfect balance between comfort and luxury.



KLIIK denmark

Inspired by the modern aesthetic of Scandinavian design, KLIIK denmark eyewear is designed specifically for men and women requiring a fit for the narrow PD.



ONE TRUE PAIR

OTP is designed for the Millennial and Gen-Z consumer with an appreciation for unique and environmentally friendly eyewear at an affordable price point.



Superflex®

The Superflex® collection is an affordable lifestyle collection. Designs range from elegant classics to contemporary for both men and women.



Superflex® TITAN

Superflex® TITAN offers the great styling of the Superflex® collection in titanium. The collection is strong, lightweight and hypoallergenic for both men and women.



Superflex® kids

Superflex® KIDS frames are designed for both fit and fun. They are constructed with spring hinges for extra durability, comfort and fit.



LIFE ITALIA Kids

Life Italia Kids frames are made in Italy and offer comfort and fit in each pair. Materials are anti-allergenic, weather, temperature resistant, and durable. All styles come with a head strap.