

APPAREL AND ACCESSORIES

Fenty puts bold twist on Hollywood glamour in sunglasses release

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The Fenty fall 2020 sunglasses collection. Image courtesy of Fenty

By LUXURY DAILY NEWS SERVICE

LVMH's Fenty has introduced its newest styles of sunglasses for the fall, keeping with the brand's iconic design flair and quintessential boldness.

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The two styles, Screenplay and Director's Cut, pay homage to old Hollywood glamour but feature modern and uncompromising designs. The glasses will be available for purchase on the brand's website.

Hollywood glamour

The Screenplay design features a classic, feminine cat-eye shape. The signature Fenty twist comes in the lenses and extend beyond the inner border of the frame ultimately wrapping around the outside edge which adds a flash of lens to the profile.

The style comes in two colors: jet black with baby blue lenses or shiny ivory with solid green lenses, complete with Fenty monogrammed tips.



Fenty Screenplay sunglasses. Image courtesy of Fenty

The Director's Cut is a reinterpretation of the brand's bestselling Blockt sunglasses.

The style features the upside down frame design with the lenses cutting out shy of the frame, creating slits on the edges. The style will also be available in jet black with matching lenses or shiny ivory with solid green lenses with gold detailing and monogrammed tips.

Fenty's innovative approach to fashion retail and inclusivity for its customers are opening new opportunities for the brand.

In June, online retailer Farfetch kicked off its exclusive ecommerce relationship with Fenty with the launch of the brand's third drop of its summer collection. The online retailer will introduce Fenty to new markets such as Brazil and the Middle East, among others ([see story](#)).

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