



EYEBUYDIRECT & Winnie Harlow *present*

2022

Eyewear Trends



EyeBuyDirect's 2022 Vision

To bring you an exciting look at the best eyewear trends of 2022, we partnered with fashion model Winnie Harlow, whose passion for self-expression and style is right in line with our vision for the year ahead.

2021 expanded our learning as we continued to adapt to the new way of life brought on by the pandemic. Our homes became the home office, home gym, home quarantine, and home school – and all in the same day. What did we learn in our time away? A lot. Like how to transform, plan, and focus on what matters.

In 2022, we see eyewear imitating life with a cast and crew of frames as adaptable and versatile as our lives have become. This year, EyeBuyDirect is all about supporting your new, ever-evolving hybrid mode of living with eyewear that goes with you everywhere – from the computer screen to the coffee shop, to the cocktail bar to reading in bed. Eyewear for everywhere.





THE TREND:

Sportitude

Lifestyle

01

We're super excited about the next level of Athleisure: Sportitude. Think of it as the sporty trend that's been uber popular over the last few years, injected with a bit more personality. This evolution of the trend blends performance and fortitude with streetwear attitude. Birthed in the '80s with a retro-futuristic flair, the wraparound sport shield takes top view in 2022 and we can't wait - it's such a bold, sleek way to stand out.



01 | Sportitude



Cut-out shapes, iridescent gradients, and polarized lens finishes take you from beach hangs to city strolls with an added layer of protective ease in this post-pandemic world.



THE TREND:

Over the top

Shape

02

It's been said that creativity flourishes after times of restriction and loss. See: The Renaissance – and that's certainly manifested in the world of eyewear. One of 2022's biggest trends is known as the "Hyper Retro Cat-Eye." A wholly exaggerated version of the classic shape, with added maximalist oomph.



02 | Over the top



On the other end of the spectrum there's the "Top Line" style. Anchored by the defining top brow, these frames claim a point of view with elegant lines reminiscent of striking architecture. Embrace an over-the-top look and enjoy a bold mood!



THE TREND:

Straight From The Source

Material

03

The further society advances with technology, automation, and A.I., the more we crave a sense of purity, simplicity, and connection.



03 | Straight from the source



One of 2022's biggest trends returns us to the source with earthy elements and materials – agates and gemstones, rocks and minerals, and wood itself becomes the key focus. This raw connection to Mother Earth allows people to find a deeper meaning in the products they wear, which we're all about.



THE TREND:

New neutral

Color

04

Navy, black, tan, white?
Old news. The new
neutrals of tomorrow
will make you hungry.
What's on the menu?

04 | New neutral

Inspired by a sumptuous palette of soft pigment, 2022 neutrals are all about delicious versions of your favorite delicacies – think: creamy avocado, butter yellow, honeycomb, mango sorbet, and olive oil. So go ahead and let your eyewear whet your appetite.

