



fine facial features

N I F T I E S

## New strong looks for nifty people

In the past, it has posed a challenge for people with a small pupillary distance (PD) to find great looking eyewear which really fits. The new Danish brand NIFTIES has taken up this challenge and makes the choice a lot easier for all with fine facial features, who dare to show style.

**Aarhus, Denmark** – NIFTIES is designed to perfectly fit adults with fine facial features, in size 44-49. The frames have flexible temples and nifty details like the signature stripes on the temples, making it easy to spot NIFTIES in the crowd. The colors are on trend, deep and beautiful, the shapes made to fit perfectly. NIFTIES makes it easy to acquire modern and stylish eyewear for all nifty people.

Please visit [nifties-eyewear.com](http://nifties-eyewear.com) to explore the entire NIFTIES Collection.

### The new NIFTIES concept NI8483-84

Material: Metal front, acetate temples  
2 shapes, 4 colors each

This season NIFTIES is pushing boundaries by launching a new metal concept with true character: light and thin. The concept has a very contemporary look with reference to the elegant style of the 50's.



NI8483 col.2012



NI8484 col.6031

## Press release

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*"We wanted to create a design with thin lines but with a lot of character,"* explains Annette Jensen, Brand Manager at NIFTIES.



NI8484 col.1512

The thin metal front is combined with thin acetate temples creating an elegant and light look that is enhanced by beautiful color combinations.

By introducing this new concept NIFTIES adds lightness to the collection, making it an even more attractive range for all with fine facial features.

*"I think the end-result speaks for itself and that it will be a strong statement piece for all nifty people,"* says Annette Jensen as a finishing remark.

**NIFTIES is part of Design Eyewear Group**

Design Eyewear Group creates and markets iconic eyewear brands, sold worldwide by quality opticians for more than 40 years. Design is the heart of our company and great design is what defines all our brands. They are versatile and clearly positioned: from audacious French design to a clean-cut Scandinavian look.

Please visit [www.designeyeweargroup.com](http://www.designeyeweargroup.com) for more information on our brands.