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BASTIAN OF STYLE

For **Gant** it started with a shirt with a small locker loop in 1949.

For **Michael Bastian** it starts with a commitment to perfection softened by panache. And that swagger includes... eyewear.



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UPFRONT

JUNE

EDITED BY CHRISTINE YEH



"Vintage is the future of your past."

MASTER WORKS

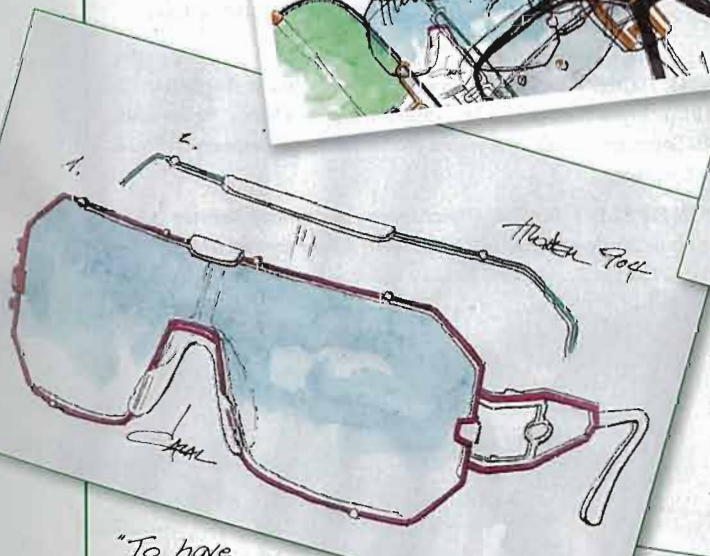
A true artist of the frame, **Cari Zalloni** has been designing eyewear for more than 30 years, following his simply stated design philosophy, "Good design must be thought provoking. A designer eyewear line that pleases everyone is unlikely to inspire." Nowhere is this statement more clear than in his legendary **Cazal** collection, which has inspired legions of fans worldwide since its debut in 1975. Now Cazal Legends, a selection of the original styles, authentic down to the last details, have been released by Eastern States Eyewear and Ultra Palm Optical (See p. 86 in What's New).

Below are several of Zalloni's original sketches drawn more than 25 years ago together with "Zalloni-isms" spoken by the designer. Zalloni did the adjacent composite sketch recently in conjunction with the Legends launch.

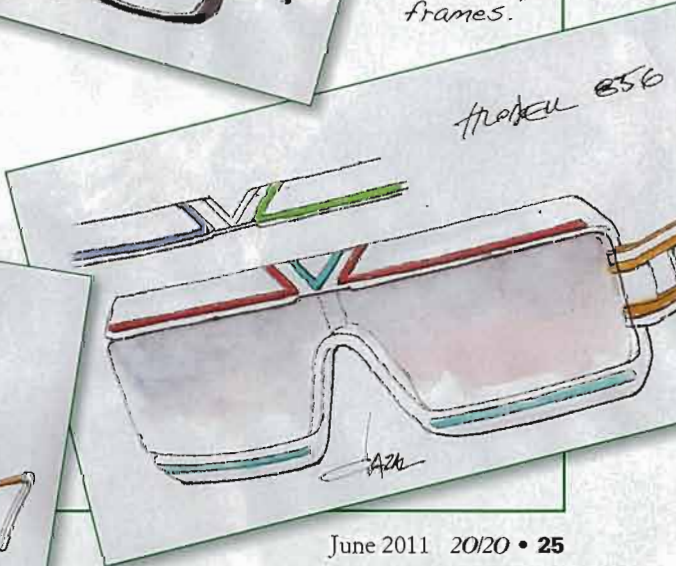
—Gloria Nicola



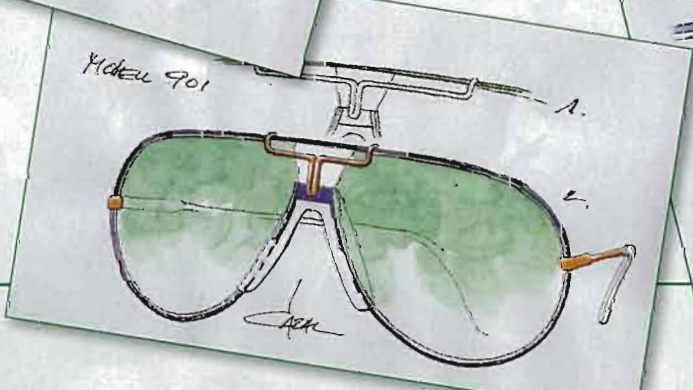
"I am now vintage and I make vintage frames."



"To be true vintage you have to have your own tradition."



"To have something that is true vintage you must have something that was a true original."



EASTERN STATES & ULTRA PALM: CAZAL LEGENDS

TRUE VINTAGE, TRULY LEGENDARY

Cazal Eyewear launches Cazal Legends, a nod to the storied past of this iconic collection. The new collection is comprised of Cazal styles from the past: 607, 623, 856, 901, 902, 904 and 951; releases for the 616 and 905 are planned for later this year. Each style is authentic, following the exact design and construction specifications and original colors and materials used more than 25 years ago. Made in Passau, Germany, these styles have been produced in limited editions. By virtue of their lavish and bold, urbane designs, the original Cazals quickly became a sensation throughout the fashion world and were seen on the faces of such celebrities as Run DMC, Sammy Davis, Jr. and Stevie Wonder and mentioned in Michael Jackson's "Bad" video. Today Cazal styles have been sought out and worn by a new generation of celebrities including Jay Z, Usher, Will Smith, Brad Pitt, Fergie, Rihanna, Gwen Stefani, Spike Lee and many more.

PRICE POINT:

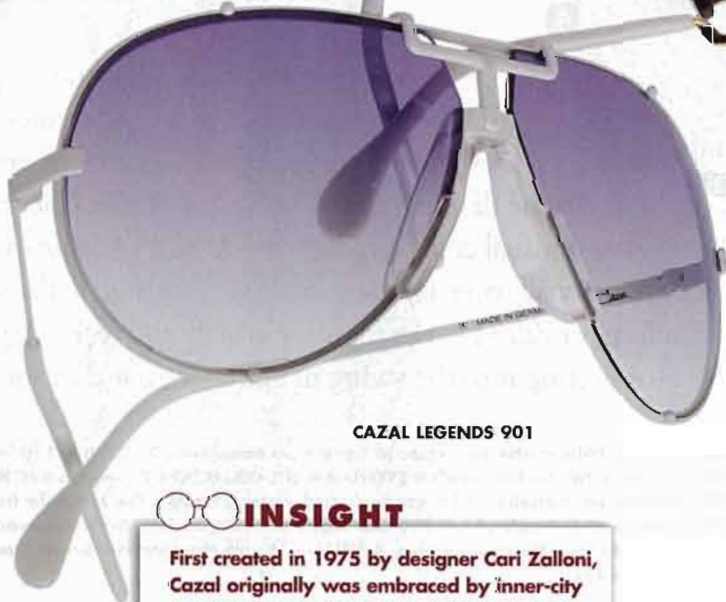
\$\$\$\$\$. For additional information contact Eastern States, (800) 645-3710; website: www.eseyewear.com; or Ultra Palm Optical, (800) 327-5185; website: www.ultrapalm.com



CAZAL LEGENDS 623



CAZAL LEGENDS 904



CAZAL LEGENDS 901

INSIGHT

First created in 1975 by designer Cari Zalloni, Cazal originally was embraced by inner-city youths who quickly deemed the bold, gold-trimmed zyl designs status eyewear.

PHILOSOPHY:

"To have something that is true vintage you must have something that was a true original," explains Cazal creator Cari Zalloni. Roger Shyer, ESE president, adds, "These Cazal Legends remain an enormous influence on design and flair throughout our industry. With such a huge groundswell in worldwide demand for them we are happy to be a part of Cazal Fever once again."

MARKETING:

Cazal Legends come in a specially designed vintage case containing a cleaning cloth. A special Cazal Legends 607 themed t-shirt is available. As was the case in the 1980s, some consumers are dyeing the crystal-toned 607 a variety of colors and lining the lenses with personalized Swarovski crystals.