



Maria Sharapova by TAG Heuer

\$130-\$200, and the Fuel Cell for men, \$100-\$150, both offering an active look with a stress-resistant lightweight frame and polarized or prescription lens options. Oakley.com

TAG HEUER

Known for high-end sports watches, TAG Heuer has now forayed into eyewear, with a new collection of sunglasses that is both fashionable and functional. TAG Heuer eyewear also has partnered with tennis star Maria Sharapova. Two styles will be available this March in the Maria Sharapova Collection by TAG Heuer Eyewear. The aviator style includes a sleek line at top and a bold, thick frame for a cutting-edge look. The second pair, an oversized round style, is elegant and offers curvy 3-D coverage and a fashionable look. Both styles feature Sharapova's signature discreetly laser-etched into the shatter-resistant, ultra-light lenses, which offer 100-percent UV-A and UV-B protection. Lenses with a mirror finish and racecar-grade stainless steel make these sunglasses stand out. These styles are available in black with gray lenses, or in three other trendy color combinations: an ivory frame with blue lenses, tortoiseshell with brown lenses and dark plum with pink lenses. Sold at TAG Heuer Eyewear retailers, they retail for \$250 per pair. tagheuer.com/eyewear

KAENON POLARIZED

Kaenon makes "Luxury Performance" sunglasses and has sponsored golfers including Robert Allenby, Brian Gay, Carin Koch, Christina Kim, Morgan Pressel and Kevin Streelman. The line's polarized lenses, and in particular the copper tints, offer exceptional polarizing capability and enhance contrast and depth perception so wearers can better read the greens. These shades also offer a full range of tints and light transmission levels for varying light conditions, as well as superb clarity, impact protection and lightweight design. For men, the Hard Kore, \$209, has a lightweight, durable half-rimless design that is ideal for golfers as there is no frame to obstruct vision while looking downward. The men's Jetty, \$209, features tall temples and a rectangular face shape with clean and smooth surface design, plus functional details such as recessed Variflex rubber nose pads for secure fit

and heavy duty, non-corrosive, five-barrel stainless steel hinges for added comfort and durability. For women, the Georgia, \$209, is a retro-inspired pair with a fashion frame offering a stylishly oversized, wrapped and boxy frame. Kaenon.com



Kaenon "Hard Kore"



Kaenon "Jetty"



Kaenon "Georgia"

CINZIA DESIGNS

Cinzia Designs, based in Scottsdale, Ariz., offers many hot new styles of sunglasses for 2010 that are fashionable, and all offer 100-percent UV-A protection. Many of the styles have a vintage flair, with retro designs. One bestselling style, the Detective, features handmade two-tone acetate with rivets and is available in navy/brown or black, \$120. Another bestseller, Links, has handmade multi-color acetate with metal "chain link" temples, in brown stripe or tortoise, \$180. Cinzia Designs can be found at fine retailers such as Steven Paul in Scottsdale or From Heaven in Gilbert, Ariz., or The Sunglass Bar in Montclair, Calif. For more retailers, visit cinziadesigns.com

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