

## Sun Cords that Rock

The concept of fashion has trickled down into every detail of what we wear, and sunglasses cords are no exception. These babies are no longer the boring rope and rubber holders that first come to mind. Nope...they've now become fashion statements all of their own. In order to keep up with the undeniable fashion genius of the booming sunwear industry, sunwear cord manufacturers are pulling out all the stops to make sure that their sun cords rock!

### GIVE 'EM WHAT THEY WANT

Sunwear cords are making their way onto the pages of top fashion magazines, they're being spotted on celebrities, and are being referenced as a jewelry piece that ties together a chic outfit. In this day and age where image is everything and the public has up-to-the-minute access to who's wearing what, you can be sure that customers will come to you looking for the latest sunwear cord they just saw on their favorite Hollywood star.

Who more than celebrities need to always look good and always be organized? Your customers, that's who! La LOOP knows just how hard it is to be fashionable

while staying organized and that's why the company has incorporated its 360° swivel technology into its stunning and stylish necklaces. The loop that is at the end of each necklace swivels to ensure that sunglasses stay safe and in place. Made with a variety of high-end materials, it's no surprise that La LOOP's trendy designs been seen on the hottest celebrities.

### MULTITASKING BEAUTIES

Today's sunwear cords pull double duty—not only do they complement the sunwear that they're meant to hold, but they may also be worn as stand-alone pieces that adorn the wearer and enhance her overall look.

Each handmade cord from Cinzia Designs is crafted to be a piece of wearable art, and with four dazzling collections, there's something for everyone. The 5x5 collection, which was created with Hollywood "A-listers" in mind, mixes rare vintage beads with modern designs. A standout piece from this collection is the Motivation style—clay rondeles and Swarovski crystals line the necklace that finishes with three bold black-and-white colored pendants. The company's other three collections include the signature Cinzia, the stylish Trendies line, and the designer Petra collection.

Eyecatchers by Micki Whelan Studio make for handsome pieces of jewelry as well as sunwear holders. Bold pendants that are handcast in lead-free pewter and finished with a durable 24kt gold or sterling silver finish are for the strong, assertive customer who isn't afraid to stand out. Designed to hold any width temple, this cord is perfect for today's oversized wrap sunwear.

■ Cinzia Designs



Accessories by Ron's Optical's Adorn collection is an upscale line of eyewear cords designed with lobster claw clasps so that they can be worn solo. Silver and gold, as well as an array of fashionable colors, set the tone for this double-duty collection.

To add more variety to its repertoire, Croakies' newest cords are stylish and elegant. Its Crystallized™ Cords are beautifully faceted with Swarovski crystals on silver or 14kt gold-plated chains. Croakies' Ultrasuede® cords will make your customers melt when they get a hold of the buttery soft feel of this supple material that is both luxurious and washable.

Your clientele is sure to keep coming back for more with each new season and each celebrity spotting. Keep the latest magazines with fashionable cord references on hand for presentation so you can make sure to seal the deal with your sunwear cord sales.



■ La LOOP