



**MAXSTUDIO**  **COM**

Frame style 116z

*MaxStudio.com Eyewear is for the 21st century woman whose inner radiance inspires her outer style.*

#### ABOUT MAXSTUDIO.COM

Founded in 1979 by designer Leon Max, MaxStudio.com reflects the clothing needs of today's modern woman, providing clean lines and classic silhouettes. Innovative design created with high quality materials and impeccable attention to detail are the hallmarks of MaxStudio.com.

#### DEMOGRAPHICS

- Female, 25-55 years old
- Modern woman whose confidence comes from within
- Comfortable in her skin and has her own independent sense of style
- Stays current on trends and incorporates them into her life as she sees fit
- Looks for value

#### DISTRIBUTION

The MaxStudio.com retail network is comprised of signature boutiques including 50 in the United States, in-store shops at major department stores and e-commerce sites.

#### EYEWEAR INSPIRATION & TRENDS

Taking inspiration from Art Deco and Mid-Century design, MaxStudio.com Eyewear features sophisticated styling. Attention to detail is a key element and designs are bold, yet refined, understated and timeless.

Architecturally-inspired design elements and dimensionality are strong components with scalloped and beveled designs being predominant. Custom two-toned colors are also a major feature in the collection. Finishing details include a striking MaxStudio globe logo treatment as well as custom temple tips.

Materials are of the highest quality. Handcrafted zyls, metals and combination frames boast innovative design features such as refined milling and beveling details. Shapes are inspired by the avant-garde, yet in very wearable styles. Examples of this include angled frames with classic lens shapes, modified cat eyes, ovals and rectangle shapes.



### LX 101M



Eggplant (094)

**BLACK (021)**  
Eggplant (094)  
51-16-135

- A petite full rim metal frame
- Metal front has a thin bridge and contrasting thick metal temples



### LX 108Z



Temple detail

**BLACK/GREY (021)**  
53-15-135

NEW

- Modified oval shape is easy to wear
- Smooth Black zyl features a contrasting grey coloration outline



### LX 102M



Deep Orchid (005)



Mocha (141)

Deep Orchid (005)  
Mocha (141)  
**CHERRY (230)**  
52-18-135

- Modern combination frame
- Thin metal front and translucent multi-colored zyl temples with a bevel design – a sophisticated look plus long-lasting comfort
- Sheet metal top and wire rim bottom



### LX 103M



Champagne (007)

Champagne (007)  
**MIDNIGHT (300)**  
50-18-135

- A petite, semi-rimless, combination frame that goes with anything
- Thin metal front and multi-colored beveled zyl temples, this frame is stylish from every angle



### LX 110Z



Black (021)

Black (021)  
**CREAM TORTOISE (346)**  
53-16-140

- Chic full rim zyl frame
- Gives the wearer a sophisticated and successful impression while providing long-lasting comfort



### LX 105M



Natural (003)



Black (021)

Natural (003)  
Black (021)  
**PEACOCK (248)**  
52-17-135

- Sophisticated, full rim combination frame is as beautiful and unique as the woman who puts it on
- Striking metal front and color-contrasting, scalloped handcrafted zyl temples, this architectural-inspired frame has undeniable appeal
- Sheet metal top and wire rim bottom



### LX 111Z



Eggplant (094)

**BLACK/GREY (021)**  
Midnight (300)  
51-15-140

- Attractive thick, full rim zyl frame
- Scalloped metal endpiece blends into handcrafted zyl temples
- Accommodates progressives



### LX 106M



Black (021)

Black (021)  
**SHINY MINK (135)**  
51-17-135

- Combination frame with a full rim metal front and curved zyl temples
- Accommodates progressives



### LX 112Z



Black (021)

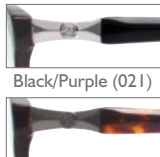


Cherry (230)

Black (021)  
Cherry (230)  
**VIOLET STRIPE (309)**  
50-17-140

- Flirty, funky and feminine describes this full rim zyl frame
- Subtle detailing on metal endpiece and distinctive bevel design of this frame makes it unique and desirable
- Accommodates progressives

## LX 113Z



Black/Purple (021)



Tortoise (024)

Black/Purple (021)  
Tortoise (024)

**LIGHT BLUE (119)**

51-15-140

- Modern full rim zyl frame
- High quality style with subtle detailing on every curve of this easy to wear shape
- Light Blue (119) features layers of subtle shading and colors



## LX 118M



Black (021)

Black (021)  
**COGNAC (168)**

50-17-135

- Semi-rimless with playful, beveled feminine curves
- Chic zyl temples



## LX 114M



Midnight (300)

**DEEP ORCHID (005)**

Midnight (300)

51-17-135

- Semi-rimless, combination frame with a scalloped metal endpiece
- Elegant metal front with color contrasting, bevel designed, handcrafted zyl temples



## LX 119Z



Black/Tortoise (303)

**CHERRY (230)**

Black/Tortoise (303)

52-16-135

- Bold full rim, multi-tone zyl
- Perfect for the fashion forward woman
- Accommodates progressives



## LX 115M



Black (021)



Mocha (141)

Black (021)  
Mocha (141)

**CHERRY (230)**

54-14-135

- A unique combination frame in a modified round shape
- Sophisticated, subtle detailing on the metal front and scalloped design on the metal endpiece
- Accommodates progressives



## LX 120Z



Black/Grey (021)



Tortoise (024)

**DEMI VIOLET (009)**

Black/Grey (021)

Tortoise (024)

52-17-135

- Full rim zyl in three defining colors
- Demi Violet (009) zyl features multiple color blends



## LX 116Z



Black/Grey (021)

Black/Grey (021)  
**CREAM TORTOISE (346)**

54-14-140

- The "must-have" – a full rim zyl that flaunts fashion from every angle
- Perfect for the fashion forward woman
- Accommodates progressives



## LX 121Z



Black/Grey (021)

Black/Grey (021)  
**TORTOISE/OLIVE (083)**

51-16-140

- Full rim zyl in a classic, elegant oval shape
- A fresh look that's all business



## LX 117M



Black (021)

Black (021)  
**MINK (135)**

49-16-135

- Oval shaped full metal front with beveled opaque zyl temples
- Accommodates progressives



## LX 122Z



Eggplant (094)

Eggplant (094)  
**CREAM TORTOISE (346)**

50-16-140

- Full rim zyl frame with beveled temples
- Popular rectangular shape
- Accommodates progressives





### LX 123Z



Light Blue (119)



Black Tortoise (303)

#### RED SWIRL (117)

Light Blue (119)  
Black Tortoise (303)

53-16-140

- Full rim zyl frame with beveled temples
- The angles of this on-trend, modified cat-eye frame draws the eye upward
- Accommodates progressives



### LX 124Z



Black/Grey (021)

Black/Grey (021)  
**TORTOISE/SAGE (083)**

51-14-135

- A petite, zyl with refined styling frame that goes with anything
- Rounded, beveled corners provide an architectural interest
- Accommodates progressives



### LX 125M



Mocha (141)

#### EGGPLANT (094)

Mocha (141)

51-15-135

- Full rim milled metal frame featuring elegant beveled metal temples
- Accommodates progressives



### LX 126M



Black (021)

#### ORCHID (005)

Black (021)

51-16-135

- Semi-rimless metal in retro shape
- Zyl temples feature ribbed, swirl pattern
- Accommodates progressives



### LX 127Z



Garnet (167)

Garnet (167)

**WHITE TORTOISE (345)**

52-15-135

- Full rim zyl in on-trend square shape
- Zyl temples feature a dramatic raised, quilted design
- Accommodates progressives



### LX 128Z



Black (021)



Sage (301)

#### ORCHID (005)

Black (021)  
Sage (301)

51-16-135

- Full rim zyl in a rectangular shape
- Zyl temples feature a dramatic raised, quilted design
- Accommodates progressives



### LX 129M



Teal Multi (249)



White Tortoise (345)

#### EGGPLANT (094)

Teal Multi (249)

White Tortoise (345)

52-16-140

- Dramatic retro shape combination frame features full rim metal front with a zyl brow bar and zyl temples
- Accommodates progressives



### LX 130M



Orchid (005)



Black (021)

Orchid (005)

Black (021)

#### GARNET (167)

52-14-135

- Chic, geometric shaped metal front
- Zyl temples feature embedded wave design for added interest
- Accommodates progressives



### LX 131Z



Black (021)



Teal (249)

Black (021)

#### MINK STRIPE (135)

Teal (249)

52-16-135

- Full rim, beveled zyl frame featuring elegant embedded wave pattern temples
- Accommodates progressives



### LX 132Z



Natural (003)



Black (021)

Natural (003)

Black (021)

**WHITE TORTOISE (345)**

52•15•135

- Full rim zyl frame
- Temples feature second coloration
- Signature globe logo design on zyl temples
- Accommodates progressives

## MERCHANDISING

### LX 133Z



Navy Tortoise (017)



Black (021)

Navy Tortoise (017)  
Black (021)

**VIOLET (309)**

52-16-135

- Full rim zyl frame
- Signature globe logo emblem on temple
- Spring hinges

NEW

### LX 134Z



Black (021)

Black (021)

**MINK STRIPE (135)**

53-15-140

- Full rim zyl frame
- Signature globe logo design on zyl temples
- Spring hinges
- Accommodates progressives

NEW

### LX 135M



Black (021)



Midnight (300)

**NATURAL (003)**

Black (021)

Midnight (300)

53-16-135

- Full rim metal frame
- Signature globe logo emblem design on zyl temples
- Spring hinges
- Accommodates progressives

NEW



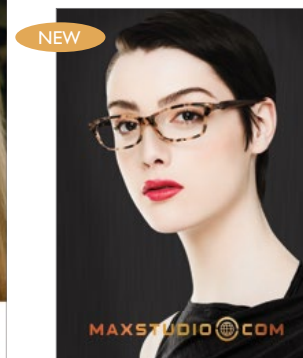
Signature Plaque  
5" w x 2.75" h x 1.5" d



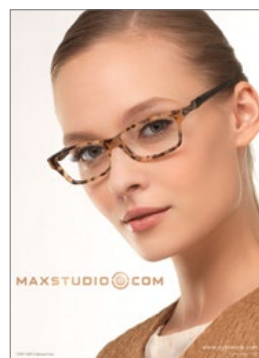
Optical Case  
6.25" w x 2.5" h x 1" d



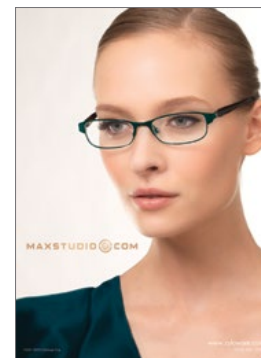
Easel LX 123Z and  
Frame Displayer  
14" w x 11" h  
(Frame not included)



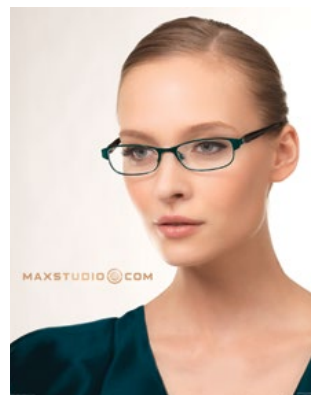
Easel LX 116Z  
6.75" w x 9.25" h



Easel LX 116Z  
6.75" w x 9.25" h



Easel LX 105M  
6.75" w x 9.25" h



Double Sided Poster 24" w x 30" h