

**Latest Women's Collection from ELLE SS2010**

	<p><b>ÉLÉGANCE CHIC</b> EL18901_PU RRP From S\$171</p>	<p>Jewels and glam! Trust these shades to bring out the witty and cool artist in you. An oversized squarish frame shows your classy side while a row of tiny crystals at the temple mirrors the sparkle in your eyes. Don't take them off. Unless there's your Mr. Perfect is looking right at you.</p>
	<p><b>ÉLÉGANCE CHIC</b> EL18904_SI RRP from S\$192</p>	<p>Unique and beautiful! A fragile frame combined with elegantly curved arms emphasize your character, and the very unusual round ELLE logo at the hinges proves you know all about style. But the secret is in the open "see-through" temples: they allow a tiny glimpse at your eyes – and the real you.</p>
	<p><b>CITY WEAR</b> EL18907_PU RRP from S\$177</p>	<p>Razzle dazzle. Classic square shades – with a twist. A bold but still elegant frame with a dazzling crystal application at the temples. Wear them with your basic jeans, T-Shirts and leather jacket and instantly add some extra touch to your classic style. And then go and have a martini – with a twist.</p>
	<p><b>ÉLÉGANCE CHIC</b> EL18909_DA RRP from S\$177</p>	<p>Sophisticated and smart! Serious vintage shades for an open-minded woman. But don't let the square, no-nonsense frame fool you. Behind every sharp mind, there's a funny streak. The sparkly yet graphic temple element highlights charm and your personality.</p>
	<p><b>CITY WEAR</b> EL18913_GR RRP from S\$171</p>	<p>An every day essential – classic frames to put on whenever you want. The bold frame will always do the trick and vamp up your appearance. The temples are embellished with a gorgeous organic flowery pattern to provide some glitter. Just in case you forgot to put on jewels.</p>
	<p><b>CITY WEAR</b> EL18915_RE RRP From S\$171</p>	<p>Just have some fun. At first glance, chic and fashionable oversized shades. Look closer and you'll notice the wild side in the almost see-through frame with its stripy pattern. Put on these shades and you'll be the star of every beach party, with a very unusual monogram logo at the temples to prove it. Let your wild nature take over.</p>
	<p><b>CITY WEAR</b> EL18918_BE RRP from S\$171</p>	<p>Slim shades have their comeback; they will make a movie star out of you. Small, oval frames with an elaborate quilt pattern on the arms. It doesn't get more glamorous and unusual than this. Combine with skinny capri jeans and a tiny scarf – hello Hollywood, hello Marilyn.</p>