



**MONTHLY
TREND
UPDATE:**

- Keeping our customers connected to the most cutting-edge ideas in today's marketplace.

Trendspotter

from Carrot and Stick

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Risky Business

The Ray-Ban Wayfarer sunglasses have been manufactured by Ray-Ban since 1952, when their design was a revolutionary break from the metal eyewear of the past. Wayfarers enjoyed early popularity in the 1950s and 1960s. Though the sunglasses had faded from the limelight by the 1970s, a lucrative 1982 product placement deal brought Wayfarers to their height of popularity. Since the mid-2000s, the sunglasses have been enjoying a revival.

If you were a fan of Madonna in the 80s, or even better Tom Cruise in Risky Business, then you won't have let the Ray-Bans revival escape you.

The classic 'Wayfarer' style sunglasses became a celebrity staple in recent years and a sunglasses trend in 2010, with Sienna Miller, the Olsen Twins, Nicole Richie and others regularly stepping out in them.



Wayfarer Sunglasses (retro 80's style)



Nicole Richie, Fergie, Adam Brody; Mischa Barton, Sienna Miller and Ashlee Simpson.

The "It" Watch

There is a new watch in town! An adult kid's watch turned ultra couture. Made of plastic, looks like ceramic, it's "Plasteramic!" This style of watch is a lightweight, oversized plastic watch, inspired by high design timepieces. After being showcased on Oprah and worn by Michelle Obama, Randy Jackson and Sandra Bullock, these fun timepieces have begun popping up everywhere. The "Plasteramic" timepiece has become the "it" wristwatch and "must-have" item among style influentials and tastemakers.



Sandra Bullock sports a Geneva rhinestone watch in "Blind Side" while Jerry Ferrara from Entourage wears his in black.