

## FEATURED DESIGNERS JANUARY 2002



WHAT SPELLS  
PERSONALITY,  
CONJURES UP CHIC,  
FENDS OFF RAYS,  
SEES THE BIG  
PICTURE AND  
ELEGANTLY FRAMES  
THE EYE?

**ASK ROGER  
HYMAN OF  
SWOPTIC  
INTERNATIONAL  
LIMITED.**

The sunglass industry has grown by leaps and bounds. The "right" sunwear is more of an accessory than ever—and as accessories go, almost more essential than the rest. Roger Hyman, owner and designer of Swoptic International, has engineered a system that utilizes a right-half and left-half frames that together form a single, lovely sunwear frame. What's more, Mr. Hyman owns patents on the functionality of the concept, on the mechanism that connects the two halves ... **UNIQUE AND INNOVATIVE?** These are epithets that aren't used lightly in this story.

"Innovative" for Hyman means that his sunwear is interactive and easily customized. "Unique" means that the wearer can combine materials, colors and patterns to suit her preferences and wardrobe needs. "Quality" means that the plastics, lenses and workmanship compare favorably with what currently exists in the global village.

Roger's curriculum lists Economics, Commercial Art and a family background in women's fashion accessories. Having spent nearly 14 years in the business, and as the 80's declared "designer" sunwear a must, he separated from the family tradition to pursue his own ideals. In 1988, a host of new materials had entered the realm of opticalwear. Many of these plastics had already been incorporated into costume jewelry, especially in Europe, where Roger began to spend more and more time in search

of his new passion. Asymmetrical contours, great shades, two frames in one look, Art Deco styles, soon were the *demier cri* in Paris. This is when Roger's first patent came in a short three months ... the rest is history.

In a time when all things "American-made" are cherished by the populous, Swoptic champions the cause with impunity. It is true that American ingenuity, not to mention, engineering, caught the eye of the world many decades ago, and this collection underscores the concept. Swoptic is an important launch in the realm of sunwear... in the niche of all things American ... in the arena where unique approaches to style can mean profits for all involved.

Come Spring at AccessoriesTheShow in New York, the Swoptic Collection will debut groups in mother of pearl and blonde woods, in pigment-dyed stone and mother of pearl, and in contemporary black-and-white and black-and-white with accents of red, yellow and blue. Each pair will wholesale @ \$65/frame, with a suggested retail tag of \$140.00 (a mark-up of 55%). All frames are handmade, with European hardware and Italian plastics. The combinations are endless and up to individual choice. And we ask our readers, who can resist the magic?

*by maria miller*