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The Goldfinch Eyewear Collection was inspired by 1950's and 1960's styling, designed to continue in the tradition that is as timely today as it was 50 years ago. Combining chunky, handmade plastic styles with detailing including metal trim and logo treatments applied on every frame, the Goldfinch Collection will be appreciated by the "Geek Chic" 25-year old trend seeker to the 45-year old discerning male.

Twelve men's ophthalmic designs will debut at Vision Expo East, ranging in price from \$49.95 to \$59.95.

**The Goldfinch philosophy** is to reconnect and continue a design tradition in men's eyewear that is as timely today as it was 50 years ago.

Our goal: To offer the man of taste a true alternative to today's uniformity eyewear styling.

*Goldfinch... Eyewear for Your Generation*

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