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DESIGNER UPDATE

Four Eyes Are Better Than Two

September 21, 2009 2:50 pm



The LASIK people have a problem. Just when it seemed like everyone with subpar eyesight was saving up to have his or her eyes made right, along comes a trend for specs—one, it appears, that's not going away anytime soon. In fact, judging by the crowd at last night's launch party for Prism, the eyewear range designed by Anna Laub, even folks with 20/20 vision are keen to accessorize their eyes. Laub had taken over the roof deck at London's Soho House, and along with the lychee cocktails and miniature cupcakes going around, there were pairs of glasses

from the new line there for the trying-on. A computer cam had been set up in lieu of a mirror, and Laub was seeing to it that all the guests got Polaroid-snapped wearing her frames. "They're designed for real people, the creative people I know," Laub noted. "That's why I shot friends for the lookbook. It seemed more in keeping with the brand to have an architect or a designer modeling than some 17-year-old Eastern European girl who just moved to London." Those of Laub's pals with eagle eyes might have noticed Roland Mouret dining in the restaurant one flight down from the party; those of you in New York tired of your contact lenses can look for the first delivery of Prism glasses at Barneys.

—Maya Singer

tags: Anna Laub, Roland Mouret

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