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The GQ Eye : Fashion & Style Blog

<http://www.gq.com/style/blogs/the-gq-eye/2009/09/first-anniversary-gift-paper-second-cotton-thenshades.html>

First anniversary gift: paper. Second: cotton. Then...shades?

ON SEPTEMBER 02, 2009 AT 5:37 PM



Can you build a marriage on eyewear? Maybe so. Husband-and-wife team Adam and Kara Mendelsohn—he formerly of Oliver Peoples and Mykita, she of sales at Thakoon—have made their passion into a brand, founding KBL Eyewear for Fall 2009. (The K is for Kara, the BL for their daughter.) As for the glasses themselves, you might call them a marriage of unfussy style and good sense: They're finely crafted, with shatterproof UVA-, UVB-, and UVC-resistant lenses, but resolutely affordable, ranging from \$100 to \$140. And the styling? Classic no-nonsense aviator shapes, inspired by Adam's first love—vintage guitars. Old flames and marriage usually don't mix, but we're guessing this is a case where the missus doesn't mind.

Available mid-September at Barneys Co-Op stores nationwide, for locations, visit barneys.com; kbleyewear.com

MATTHEW SCHNEIER

Photo: Elissa Wiehn

— Matthew Schneier

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