

# WWD

## ACCESSORIES

### THE ART OF DECEPTION

THE SEASON'S BEST DOUBLE TAKES

OPPO  
FOR  
CONFLICT  
MEAN  
FOR

500

Display until July 31, 2008 \$10.00



# WWWWD

## ACCESSORIES

EXTRAS

### *For Your Eyes Only*

**FOR THOSE WHO LONG** for true luxury in eyewear—beyond that “must-have” pair of oversize plastic frames—Nader Zadi, founder of CustomEyes, has created a way to match tailored suits and couture gowns to custom-made glasses.

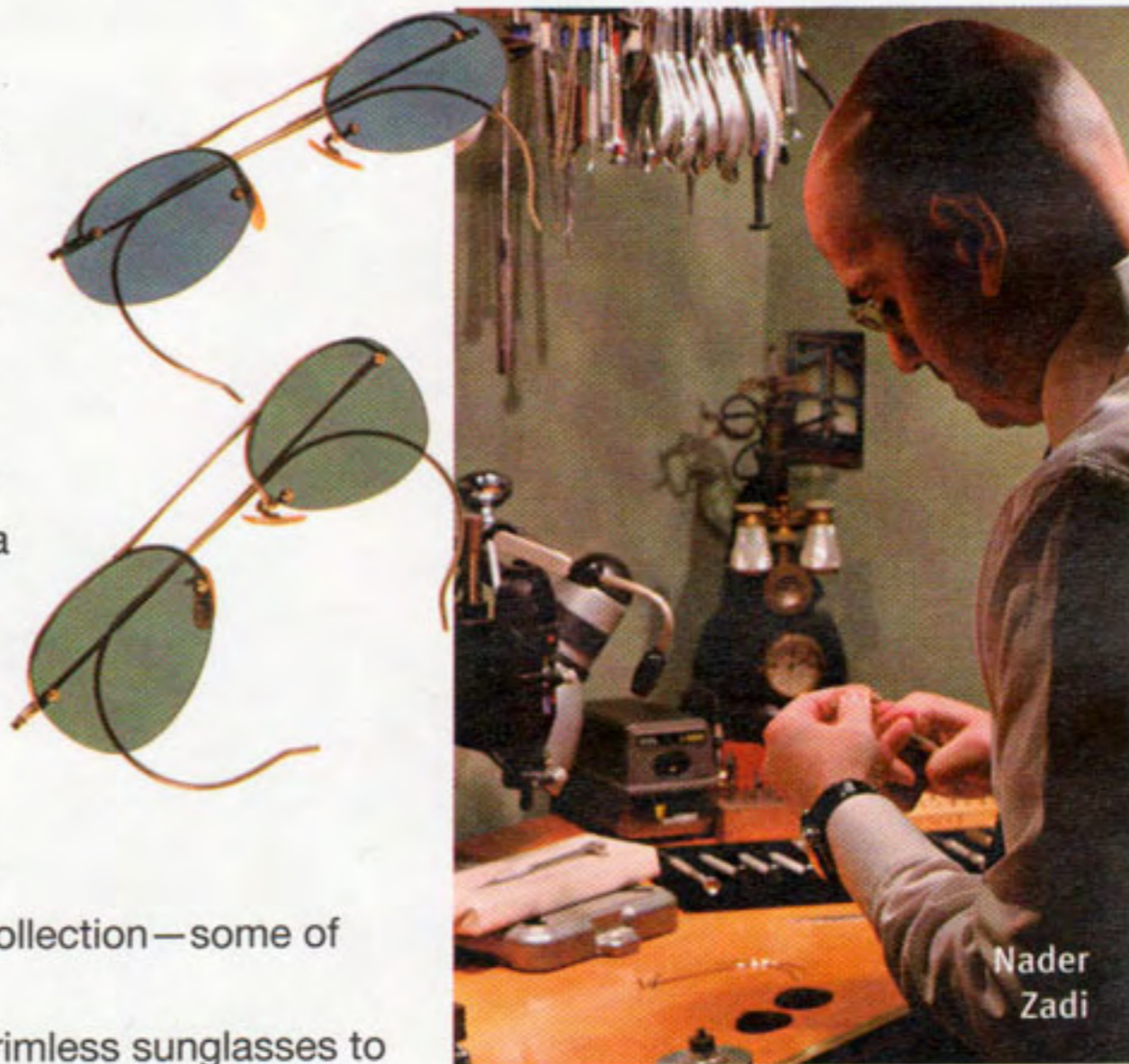
“As a consumer, I didn’t want to wear something someone else has,” Zadi says. “Here, a client can enjoy a full bespoke experience.”

Clients consult with Zadi, a certified optician, in his 300-square-foot New York studio. He then crafts a custom-shaped lens to pair with an antique gold or silver frame of choice from his extensive collection—some of which are over 200 years old.

Glasses retail from \$750 for semirimless sunglasses to \$5,000 for a rare frame in solid gold.

And Zadi maintains that every pair is well worth the investment.

“My clients—not customers, but clients—are pampered in service and product,” he says. “It’s easy to go buy something, but the expertise that accommodates the purchase—it’s an experience” ([rareframes.com](http://rareframes.com)). —**Caroline Tell**



Nader Zadi