

Newsweek

EYEWEAR

Seeing Is Believing

JUST WHEN YOU THOUGHT THE PERSONALIZATION trend in fashion couldn't go any further, bespoke eyewear craftsmen are coming up with glasses made to fit clients' distinctive facial features, proportions and skin complexion.

Nader Zadi's impressive collection starts with vintage frames crafted in the early to mid-20th century; clients choose from rimless, semi-rimless and full frames, shaped or tinted lenses, bridges and nose rests made entirely of solid yellow, white or rose gold (starting at \$750) by appointment only. Zadi then measures, assembles and modifies each component to each client's taste, appearance and prescription needs (212-249-5609; rareframes.com).

NADER ZADI



NEW YORK

—ZACHARY KUSSIN



CREATE A SPECTACLE: *With custom-made eyeglass*