

VAN HEUSEN

EYEWEAR



VAN HEUSEN

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VAN HEUSEN STUDIO



With the #1 dress and sport shirt in America, Van Heusen promises immediate recognition in 9 out of 10 consumers. The brand has a global presence with an international reputation for style and quality. Van Heusen offers multiple collections to reflect the fashion sense and value inherent in its consumers.

Van Heusen

- Older male customer, 40+
- Traditional styling
- Deep eyeshapes to accommodate progressives
- Emphasis on Big Man sizes

Van Heusen Studio

- Younger, male customer, 18-40
- Contemporary styling with rich colors
- Flat metals and some vintage looks
- Available in narrow eyeshapes

VAN HEUSEN



Alan

54-19-145 • 56-19-145

BRN – Shiny Brown
GUN – Antique Gunmetal



Benton

50-21-140 • 53-21-145

BRN – Two-Tone Brown
GUN – Shiny Dark Gunmetal



Asher

53-19-140 • 55-19-145

BRN – Light Brown/Tortoise
GUN – Gunmetal/Black & Gray Enamel



Blaine

53-18-140 • 55-18-145

GLD – Light Matte Gold
GUN – Matte Gunmetal



Baylor

54-17-140 • 56-17-145

BRN – Brown
GUN – Gunmetal



Calvin

53-20-150

BRN – Dark Satin Brown
GUN – Shiny Gunmetal



Beldon

51-19-145 • 53-19-145

BRN – Brown
GUN – Brushed Gunmetal



Dasher

54-16-135 • 56-16-140

BRN – Crystal Brown
GRY – Crystal Gray



July 2011



Benjamin

55-19-145 • 57-19-145

BRN – Satin Brown
GUN – Dark Shiny Gunmetal



Dennis

53-19-145 • 55-19-145

BRN – Shiny Brown
GUN – Shiny Gunmetal



VAN HEUSEN



Derrick

53-20-140 • 55-20-145
BLK – Matte Black
BRN – Matte Brown



Gerald

51-22-140 • 54-22-145
GUN – Shiny Dark Gunmetal
SLV – Satin Silver



Drake

52-19-140 • 54-19-145
BRN – Matte Brown
GUN – Dark Gunmetal



Graham

54-18-140 • 56-18-145
BRN – Shiny Brown
GUN – Shiny Dark Gunmetal



Duncan

53-17-140
BRN – Dark Satin Brown
GUN – Dark Shiny Gunmetal



Holden

52-21-140 • 54-21-140
BRN – Shiny Dark Brown
GUN – Dark Shiny Gunmetal



Dustin

May 2011

54-19-140 • 56-19-145
BRN – Brown
GUN – Gunmetal



Hudson

52-20-140 • 54-20-145
BRN – Shiny Antique Brown
GUN – Shiny/Matte Gunmetal



Fabian

54-17-140 • 56-17-145
BLK – Satin Black
BRN – Light Satin Brown



Jude

March 2011

53-19-140 • 55-19-145
BRN – Brown
GUN – Gunmetal



VAN HEUSEN



Karl

53-19-140 • 55-19-145
BRN – Shiny Brown
GUN – Shiny Gunmetal



Marc

52-19-135 • 54-19-140
BRN – Shiny Brown
GUN – Shiny Gunmetal



Kurt

53-20-140 • 55-20-145
GUN – Satin Gunmetal
TAN – Satin Tan



Monroe

51-18-135 • 53-18-140
BRN – Shiny Brown
GUN – Shiny Gunmetal



Lance

50-20-140 • 52-20-140
BRN – Shiny Brown
GUN – Matte & Shiny Gunmetal



Myles

54-17-140 • 56-17-145
BRN – Shiny Dark Brown
GUN – Shiny Gunmetal
TAN – Antique Tan



Lane

54-17-140 • 56-17-145
BLK – Shiny Black
BRN – Dark Brown



Nathan

54-18-135 • 56-18-140
GUN – Shiny Gunmetal
BRN – Shiny Brown



Lorenzo

53-18-140 • 55-18-145
GUN – Satin Gunmetal
TAN – Satin Tan/Bronze



Nigel

54-19-140 • 56-19-145
GUN – Matte Gunmetal/Black
TAN – Shiny/Matte Tan



VAN HEUSEN



Parker



54-18-140 • 56-18-140
BRN – Shiny Brown
GLD – Shiny Gold
GUN – Shiny Gunmetal



Richard



56-17-145
BRN – Brown/Shiny Gold
GUN – Shiny Dark Gunmetal



Pelham



54-15-140 • 56-15-145
BLK – Black
TOR – Tortoise



Roger



52-19-140 • 54-19-145
BRN – Dark Satin Brown
GUN – Satin Gunmetal



Perry



52-20-140 • 54-20-145
GUN – Shiny Dark Gunmetal
TAN – Satin Tan



Russell



53-19-145 • 55-19-145
BRN – Brown/Antique Gold
GUN – Gunmetal/Silver



Raymond



52-19-140 • 55-19-145
GUN – Shiny/Matte Gunmetal
TAN – Shiny/Matte Tan



Salvador



54-20-140 • 56-20-140
GUN – Shiny Gunmetal
TAN – Satin Tan



Regis



52-19-140 • 54-19-140
BRN – Shiny Dark Brown
GUN – Shiny Dark Gunmetal



Samuel



54-21-140 • 56-21-145
BRN – Satin Brown
TAN – Satin Tan



Sheldon

58-17-145

GUN – Matte Antique Gunmetal
TOR – Shiny Gold/Tortoise



Terrance

53-20-140 • 55-20-145

BRN – Matte Brown/Light Brown
GUN – Matte Gunmetal/Black



Walt

March 2011

55-18-140 • 57-18-145

BRN – Brown
GUN – Gunmetal



Winston

54-18-140 • 56-18-145

BRN – Brown
GUN – Gunmetal



Xavier

July 2011

54-19-140 • 56-19-145

BRN – Brown
GUN – Gunmetal



VAN HEUSEN



P2001

48-20-140 • 50-20-140

BLU – Blue
GLD – Gold



P2007

53-20-145 • 55-20-145

BRN – Shiny Brown
GRY – Gray



P2016

45-20-140 • 47-20-140

BRN – Brown
GLD – Gold



P2017

52-17-140 • 54-17-145

SLV – Silver
TAN – Tan





Bachelor

52-18-140 • 54-18-140
BLU – Blue
BRN – Brown



Czar

51-19-140 • 53-19-140
BRN – Satin Brown
GUN – Dark Satin Gunmetal



Board Room

53-17-140 • 55-17-145
BRN – Matte Brown
GUN – Matte Gunmetal



Manhattan

50-18-140 • 52-18-140
BLK – Satin Black
BRN – Satin Brown



Casanova

51-18-140 • 53-18-140
GUN – Brushed Light Gunmetal
TAN – Brushed Tan



Reaction

53-16-140 • 55-16-140
BLK – Black
BRN – Brown



Chrome

52-17-145 • 54-17-145
BRN – Shiny Brown
GUN – Shiny Gunmetal



Seeker

52-17-135 • 54-17-140
BRN – Light Satin Brown
GUN – Satin Gunmetal



Credo

52-17-140 • 54-17-140
BLK – Black
BRN – Brown



Team Builder

52-17-140 • 54-17-140
BLK – Black
BRN – Brown





Top Notch

52-17-135 • 54-17-140
BLK – Black
TOR – Tortoise



Union Square

52-18-140 • 54-18-145
BLK – Satin Black/Black
BRN – Satin Brown/Brown



Wall Street

March 2011

52-17-140 • 54-17-145
BLK – Satin Black
BRN – Satin Brown



World Class

May 2011

54-15-140 • 56-15-145
BLK – Black/Gunmetal
BRN – Brown/Gunmetal

