



KENMARK EYEWEAR

ZAC POSEN

About the Zac Posen Winter Campaign 'Sunset Gardens'

The latest Zac Posen collection embodies the rich, vintage, graceful feel of the brand. To accompany this season, we shot our latest campaign at the historic Cheekwood Estates in Nashville, Tennessee. The amazing property is home to an array of elegant gardens, fountains and fine art. The luxurious nature and saturated gardens felt to be the perfect place to capture Zac's moody undertones featured within the collection. We kept the classic, glamorous old-world feeling Zac Posen's brand is always known for and used the beautiful landscapes, historic sculptural statues and surrounding scenery to capture the true vintage essence of the brand for the fall/winter collection. This season features translucent cremes and blushes, earthy browns, rich greys + maroons and our classic tortoise and navy. Highlighted in this dreamy imagery of rich golden hues is the magnificent, cozy feeling inspired by nature and a moody autumn sky, transporting you to a whimsically energizing fresh new season.

With an air of old-world elegance, the property is lush and scenic, offering stunning views and a tranquil sense of beauty. The day was overcast and set the perfect scene to capture rich, dramatic, and such magical images that felt a nod to the old Hollywood era the brand portrays. The mist and fog from late Summer rain allowed us to capture some of the dreamiest looks creating the perfect autumn scene.

Welcome to Sunset Gardens, Enjoy.



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Zac Posen Women's Styles

For Immediate Release, Contact: Marissa Cundiff / 502.627.2898 ext. 1884 / marissacundiff@kenmarkeyewear.com



LIESL / A trendy, modified round, and feminine style made from sheets of thin nylon and paired with stainless steel. Available in: Blush and Sage. 50-18-135. *Color shown is Blush.*



DENEY / A rectangular style made from custom laminated sheets of acetate, the thin top layer is cut out and extends beyond the bottom layer. Available in: Tortoise, Peach, and Grey. 51-18-140. *Color shown is Tortoise.*



REGINA / a oversized vintage metal style featuring a curvaceous browline that continues seamlessly to the beveled metal temple. Available in: Gold and Pewter. 54-16-140. *Color shown is Pewter.*



LUCILLE / a petite metal tea cup shape style with sculptural metal temples. Available in Gold and Silver. 52-19-140. *Color shown is Silver.*



FRAN / a chic combination cat eye style featuring metal peeks from behind. Available in Black feather and Blush.. 52-18-140. *Color shown is Black Feather.*



CLAIR / a 70s glam butterfly shape featuring soft gradient lenses that accentuate the colors found in the temple tip. Available in Gold and Rose Gold. 55-15.5-140. *Color shown is Rose Gold.*

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For the women's collection this season, the inspiration comes from nature - specifically deeply saturated gardens with the moody undertones of transitional times of day (dusk and dawn). The shapes remain true to Zac's core tenets of femininity, grace, and a nod to Old Hollywood. The colors range from transparent flowery hues in a blush/neutral palette to deeper notes of lush greens and dark tortoisés. Layering is key for some of the acetate styles and the cut-aways create duality in shape and form. Much like Zac's masterful tailoring, this collection is meant to highlight a woman's best features and frame her face in styles that will last for years to come.



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SIDNEY / a round acetate/metal combination style. Available in: Black and Gunmetal. 48-21-145. *Color shown is Black.*



RUDOLPH / a square acetate and metal combination style. Available in: Gunmetal and Sand. 49-23-145. *Color shown is Sand.*



HUGH / a rectangular clubmaster style featuring featuring metal rivet detailing on the front Available in: Matte Black and Matte Brown. 50-20-140. *Color shown is Matte Brown.*



ESTRADA / a sleek metal aviator style featuring a single top bar. Available in Gold and Silver. 54-20-145. *Color shown is Gold.*



DONAHUE / a classic square full acetate style Available in Crystal and Tortoise. 49-18-145. *Color shown is Tortoise.*



COSTELLO / a modified round acetate style. Available in: Blonde Horn and Navy Tortoise. 49-20-145. *Color shown is Rose Blonde Horn.*

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