

# Shady Business: Sunglasses 101

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Summer fashion wouldn't be complete without the perfect pair of sunglasses. These frames can make quite a statement and complete your summer outfit perfectly. Alison Goodman from the Scottsdale Quarter provides some great tips to make sure your shades are as hot as the Arizona heat.



## Tip #1: Shape, Style, and Color

If your face is round, pick a square frame—it will balance out your proportions. I'd gravitate toward larger, square pairs in shiny black. Gradient lenses (darker at the top of the lens, lighter towards the bottom) are always a plus.

For those with an oval face, congratulations! You can truly wear any frame shape, so take your pick. My recommendation is a pair of cat-eye sunnies in tortoise shell—they're retro in the modernist of ways. This style is also perfect for those with a heart-shaped face. Think Reese Witherspoon.

If your jawline is more of a square shape, you can rock oversize round frames—opposites truly do attract. If you choose an oversized pair in black, you'll be channeling Jackie O. in no time.

## Tip #2 Protect Your Ojos

UV rays are harsh to begin with, but they are even more powerful in the Valley of the Sun. Sunglasses not only prevent you from squinting (which in turn prevents wrinkles—any little bit to slow down the aging process is a must) but protect your peepers from the damaging rays.

Need an added bonus? Sunglasses are truly the best “do not disturb” sign you can wear if you feel like flying under the radar when out and about. You can thank super stylist and designer, Rachel Zoe for that nugget of wisdom.

## Tip #3 Stylin' Sunglasses

I choose my sunglasses based on my mood and ensemble, and a lot of sunglass devotees make sure their pairs are the standout point of their outfit. Do your favorite colors tend to be bold? Grab a pair of red frames to make a statement. Have a love for all things 80's? Get yourself a pair of classic Wayfayer and make Tom Cruise proud. You can even create a juxtaposition between your outfit and your sunglasses. If I'm wearing something especially girly (think ruffles or a floral print), I'll put on a more masculine pair of frames. My matte dark green Ray-Ban aviators are my go-to in those cases.

## Tip #4 Go for the Universal Option

The one style of sunglasses that can truly work for any face shape is the classic aviator frame. This Top Gun prop comes in every version you can imagine: gold with deep brown lenses and matte colors with black lenses. Black, white, red and green frames—you really do have your pick depending on your taste! The best part about aviators is that they come in every price point. You can find a pair for under \$15 at H&M or buy yourself a pair of Gucci's, which cost you a bit more.

## Tip #5 Be a Trendsetter

This summer, the 70's are making a comeback. Think large, oversized plastic frames in lighter colors like pale browns, purples and reds, with wire arms. If you want inspiration, check out Diane Lane in the HBO movie “Cinema Verite.” She works this look like no other.

Another great trend for 2014 is embellishments like what we've been seeing on clothes for the past two seasons is catching up to eyewear. Sunglasses with floral embellishments or studs are all the rage.