

Edited by Alicia Edwards

Why Do GUCCI Crystal Horsebit Sunglasses Cost \$495?

As soon as the temperatures rise, street vendors from LA to Istanbul sell sunglasses for as low as \$5. The first to go every season are the knock-offs of the latest designer offerings. Take these lovelies from Gucci, made in Italy and retailing at \$495.00. They are a nod to the Mod era of the 1960's with their chic round shape in three chic colors to choose from: Cocoa, Violet, or Havana. The difference between the street versions and the designer ones go so much further than the two zeros on the end of the price tag. *Wondering why?*

It is the coveted designer name, exquisite detailing and craftsmanship that warrant the brand owner's bragging rights and has them willingly brandishing their platinum card. The final look is unique and sophisticated.

Available on-line at gucci.com and at Gucci boutiques nationwide.

1. GRADE
A PLASTIC
MATERIAL

2. THE GRADIENT
LENSES OFFER
100% UVA/UVB
PROTECTION.

3. SIGNATURE
BAMBOO HORSE
BIT HINGE
COVERED IN
SWAROVSKI
CRYSTALS.