



V

V A L E A

THE PERFECT GLASSES: A SELECTION GUIDE

WITH THE COLLABORATION OF



ITALIAN IMAGE INSTITUTE

Y A L E A

#TIMELESS

#ELEGANCE

#FEMININITY

#POSITIVITY

#FEMALE
EMPOWERMENT



A new all-female brand: Yalea, the eyewear that aims to promote contemporary women by supporting their freedom of choice, encouraging their talent and rewarding their uniqueness and natural beauty.

Yalea goes beyond time and fashion, combining aesthetic and ethical values with which each and every woman can identify.

Easy-to-wear eyewear, where the design of the shapes in the collection are intended to frame the face and enhance it, making every woman feel beautiful and entirely comfortable in her glasses, without hiding her features.

The colour palette chosen and the joyful and elegant chromatic combinations suggest a renewed sense of femininity, in which the nude tones are illuminated by coral-hued notes to symbolise the strength, passion and vitality of women. Even the logo expresses essentiality and elegance through the choice of a clean and sober font, with a touch of originality provided by the inversion of the letter 'Y'.

NICE TO SEE YOU

37 sunglasses and prescription glasses styles dedicated to special women whose names are engraved on the inside of the temples: women of different origins, cultures, ages and periods, not necessarily famous but who, in different countries and spheres, have all distinguished themselves for their life choices, commitment and goals achieved.

The two women chosen to endorse the Yalea brand - Cindy Crawford and Bianca Balti - further echo this ethos. Two internationally-renowned models - differing in age and style - but both expressions of harmony between exterior and interior beauty. Two women committed to promoting a conscious, independent and attentive take on femininity, in keeping with the values that characterise Yalea.



TO EACH THEIR OWN SHAPE

FIND YOUR YALEA GLASSES

Knowing yourself, loving yourself and knowing how to value yourself both psychologically and physically, this is the Decalogue for female empowerment. Growth in the potential of every woman who Yalea promotes and supports with eyewear proposals designed for the various different female personalities and face shapes. Because it is indeed essential to consider the shape of the face when choosing a haircut, make-up and, of course, the right pair of glasses.



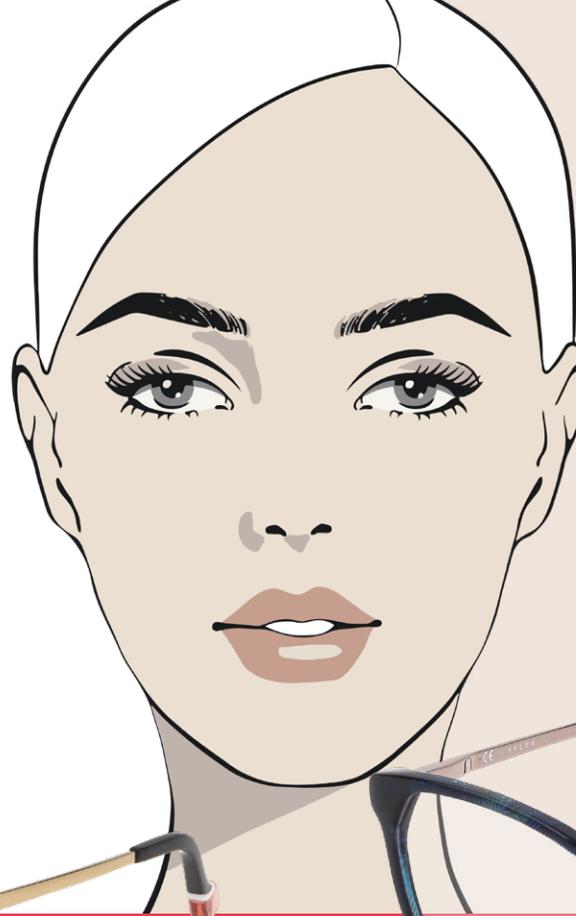
Our most important piece of advice: to pay attention to the proportions between accessories and facial features - large and strong characteristics will suit wider and more defined shapes, while smaller and more delicate features will require more compact accessories and softer shapes.



TO EACH THEIR OWN SHAPE

HOW TO ENHANCE OVAL FACES

A regular and harmonious face shape that is easy to enhance without going to too much effort.



SUNGLASSES

Large and cat-eye frames for an elegant diva-esque effect. Finding the right frame is easy: simply observe the eyebrow line and choose a pair of glasses that follow it.

PRESCRIPTION GLASSES

Even for prescription glasses we are spoiled for choice. What is certain is that a cat-eye shape delicately accentuates the most regular of face shapes.



MARION

The Marion sunglasses sport an exceptionally delicate and feminine cat-eye shape. The combined two-tone acetate and metal front piece and the monogram engraved on the temples convey elegance and refinement. The acetate line applied to the front piece renders this style even more unique and exclusive.



CAT-EYE SHAPE



SHARMILA

The Sharmila prescription glasses flaunt a delicate cat-eye front piece, embellished with different-coloured acetate details in the upper corners. The temples are made from metal and feature acetate temple tips alongside a dainty engraved monogram on the metal part. Perfect for the decisive woman with a strong personality.

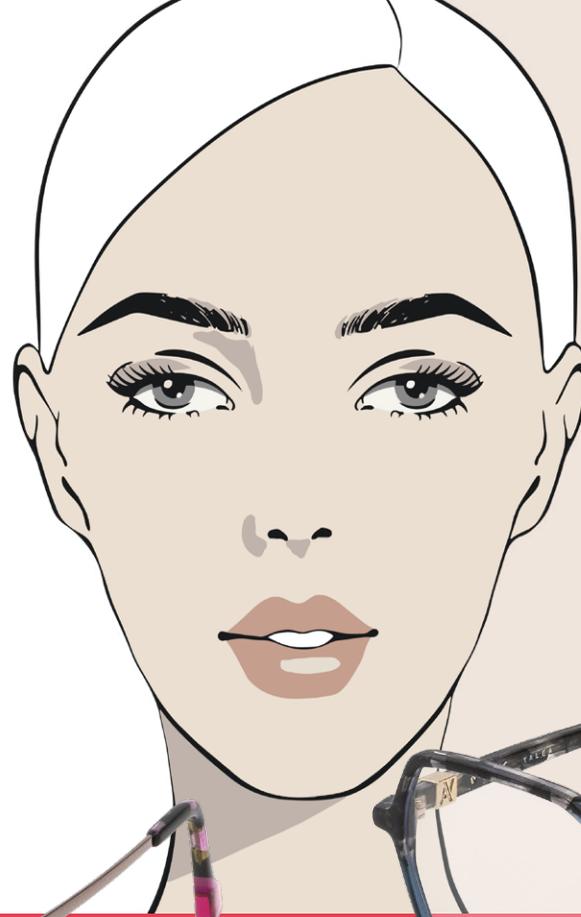


CAT-EYE SHAPE

TO EACH THEIR OWN SHAPE

HOW TO ENHANCE ELONGATED FACES

A slender, tapered face shape. Relatively undefined cheeks and cheekbones and an elongated oval shape.



SUNGLASSES

For a sense of harmonious fullness, large and square-shaped frames are perfect, covering the entire eye area so as to provide the face with more roundness. It is instead better to avoid shapes that are too small and slender, which accentuate the length of the face.

PRESCRIPTION GLASSES

'70s inspiration is also ideal for optical styles. More specifically, the coloured frames add horizontal volume, re-proportioning the contour of the face.



ELLA

The Ella sunglasses sport an expansive two-tone acetate-metal square-shaped front piece and monogram engraved on the temple tips. The lines and the combination of materials render it an elegant - yet at the same time - bold model, perfect for the fashion-forward woman who seeks a special accessory. Available in five must-have colour variants.



HEXAGONAL SHAPE



SANNA

Sanna is the acetate prescription style with hexagonal front piece. The small metal cubes inserted into the temples are embellished with the monogram. In this variant, the detail that makes the difference is the combination of different-coloured acetates on the front piece.

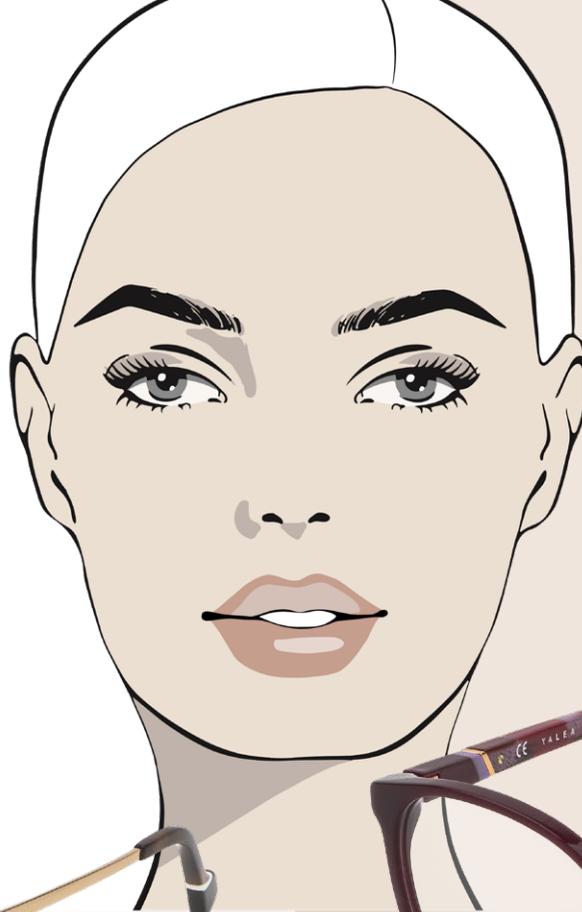


SQUARE SHAPE

TO EACH THEIR OWN SHAPE

HOW TO ENHANCE SQUARE FACES

Square lines for a face with decidedly horizontal shaping, characterised by a strong jawline and a highly defined contour.



SUNGLASSES

An ideal face shape for hyper-feminine cat-eye styles that lengthen and soften features. Excessively square frames are instead best avoided as they tend to harden features.

PRESCRIPTION GLASSES

In terms of optical frames, even round styles can be particularly becoming. The contrasting effect contributes to softening the squared line of the face.



MIREIA

The Mireia sunglasses are made from acetate combined with metal. The two-tone front piece features an original and dynamic shape thanks to the combination of round and square lines. The monogram engraved on the temples exudes class.



ROUND SHAPE



ANNA

Anna is an optical frame with a round front piece and two-tone acetate temples with integrated flex hinge. A modern and original eyewear style owing to the colour combinations and lines of the frame.



ROUND SHAPE

TO EACH THEIR OWN SHAPE

HOW TO ENHANCE ROUND FACES

A short and full face, characterised by rounded lines, especially in the cheek area.



SUNGLASSES

In terms of sunglasses, rectangular and square shapes are ideal as they provide definition and character, rendering round faces more harmonious. Opt for frames that are not excessively large.

PRESCRIPTION GLASSES

In terms of optical styles, upper half-frame models work very well, as well as those with transparent textures, which allow room for the face and indeed lengthen it.



MATILDE

The Matilde sunglasses feature a front piece flaunting square lines that render it a truly timeless model. Made from acetate, this style is enriched by a coloured metal logo plate on the temples, on which the monogram is engraved.



SQUARE SHAPE



CHEN

The Chen prescription glasses feature a metal half-circle front piece and acetate temples embellished with a metal logo plate sporting coloured enamel detailing. An accessory that adapts to any style, available in four colour variants.

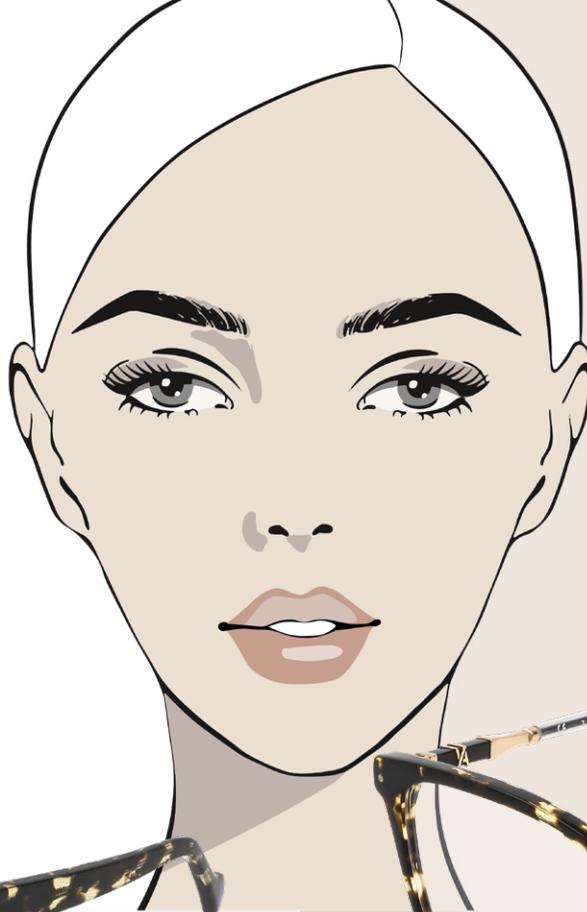


ROUND SHAPE

TO EACH THEIR OWN SHAPE

HOW TO ENHANCE INVERTED TRIANGLE FACES

Wide temples and forehead with a more pointed chin, for a face shape that is more slender at the base.



SUNGLASSES

To soften the contour of the face, opt for large and square frames that fill the volumes. We recommend avoiding cat-eye frames, which emphasise the upper part of the face, making the lower part appear even thinner.

PRESCRIPTION GLASSES

Optical styles sporting square and wide shapes are certainly the most suitable. Coloured frames enhance this face shape even more so and work to harmonise it.



AMALIA

The Amalia sunglasses impress owing to their expansive square-shaped acetate front piece embellished with metal inserts. The metal temples with engraved monogram render them a truly en-vogue accessory. Available in five audacious colour variants.



SQUARE SHAPE



EMILIANA

Emiliana is the optical style with a slightly square-shaped front piece and metal temples with coloured enamel spotlighted by the transparent acetate temple tips. The combinations of colours and materials convey determination, personality and decisiveness.



SLIGHTLY SQUARE SHAPE

TO EACH THEIR OWN SHAPE

HOW TO ENHANCE DIAMOND FACES

A rather narrow forehead and chin and high and pronounced cheekbones, these are the distinctive features of the so-called diamond face shape.



SUNGLASSES

Frames that avoid shortening the face and that do not 'overflow' too much above and below the eyes are recommended.

PRESCRIPTION GLASSES

A face that - by its very nature - is fairly short and works well with half-frames or transparent textures for an elegant elongated effect.



STEFFI

Steffi is the sunglasses style sporting a round acetate front piece. The temples are enhanced with a small square-shaped metal logo plate with engraved monogram. They are the perfect accessory for the refined woman, in step with fashion trends.



ROUND SHAPE



GULER

The Guler prescription glasses boast a slightly square-shaped front piece and monogram adorning the temples and temple tips. The metal temples with coloured enamel detailing and transparent acetate temple tips deliver that touch of style that all women seek.



SLIGHTLY SQUARE SHAPE



TO EACH THEIR OWN COLOURS

SEASONAL COLOUR ANALYSIS TO CHOOSE YOUR YALEA GLASSES

A seasonal colour analysis is intended to find the ideal chromatic palette to enhance our skin-eyes-hair combination. Identifying your own personal palette through a seasonal colour analysis is fundamental in the choice of clothing and accessories, but also for our hair and make-up, so as to create a sublime sense of harmony and beauty.

SPRING



SUMMER



AUTUMN



WINTER

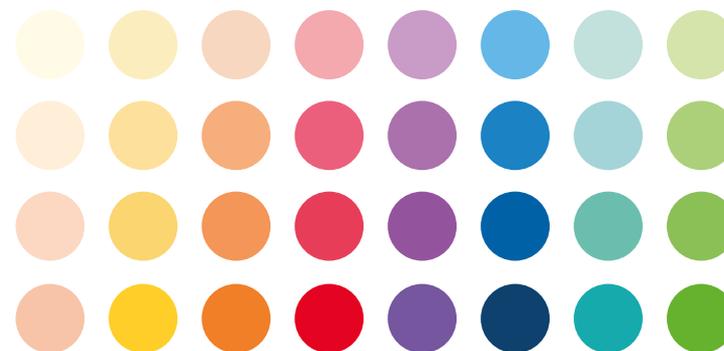


The correct use of colours can in fact render your eyes, skin and hair even more luminous and your smile even brighter.

Conversely, colours that do not suit us can make us look tired and worn out and - in some cases - even older! In short, they definitely work against us and it is good to know how to recognise and avoid them!

SPRING

The spring palette is characterised by its light, warm and bright colours. Those who belong to this season have a golden and radiant complexion, clear and bright eyes, and hair ranging from brown to wheat blonde through to natural red. Brighter and warmer colours, such as orange, yellow and red, are particularly becoming, while shades that are too dull and cool, such as black and grey, are to be avoided due to their darkening nature.



TANIA

The Tania sunglasses feature a square-shaped front piece, embellished with acetates sporting different shades of colour. The temples - made from acetate - are embellished with the monogram and delicate metal details. They are the ideal accessory for the woman who always wants to keep up with the latest fashions.



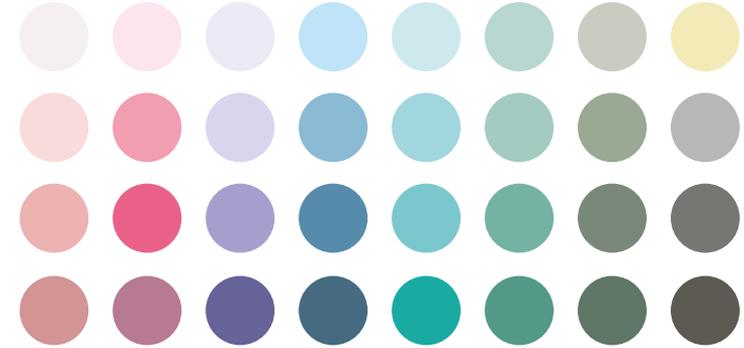
MARIE

Marie is the optical style characterised by an expansive geometric metal front piece. The temples are enhanced with coloured enamel details and transparent acetate temple tips. The coloured enamel inserts that feature in the upper corner of the front piece represent a detail that does not escape the attentive eye of a woman.



SUMMER

The summer palette features cool, light and delicate colours. This season comprises those with a light complexion - who blush easily - and have hazel or light eyes and hair ranging from ash brown to ultra-light blonde. The most delicate of colours, such as powder pink, sage green or the spectrum of blues, are must-haves, while it is better to avoid shades that are too warm and bright, such as orange and warmer yellows, as they can wash these individuals out.



AUDREY

The Audrey sunglasses are as refined and elegant as the woman who inspired them. They feature a metal front piece sporting broad geometric shapes and a coloured metal core, visible through the transparent acetate. The front piece and temples are embellished with coloured enamel details.



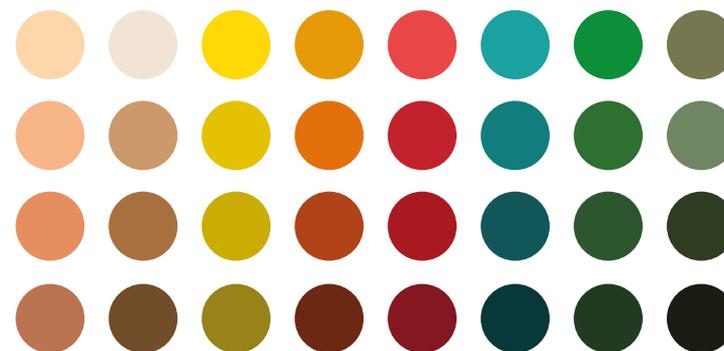
SANNA

Sanna is the acetate prescription style with hexagonal front piece. The small metal cubes inserted into the temples are embellished with the monogram. In this variant, the detail that makes the difference is the combination of different-coloured acetates on the front piece.



AUTUMN

The autumn palette spotlights warm, deep and soft colours. This season includes those with a golden or amber complexion all year round, with hazel or dark green eyes and hair from natural dark red to brown or golden blonde. The most flattering colours for these individuals are those that conjure up images of nature in the autumn, such as brown, forest green or orange, while cool and bright hues, such as black or fuchsia, tend to work less well.



LEYMAH

Leymah is a pair of glasses with a strong personality, characterised by a geometric front piece embellished with two-tone acetate. The monogram is engraved onto a small square-shaped metal logo plate inserted into the temples.



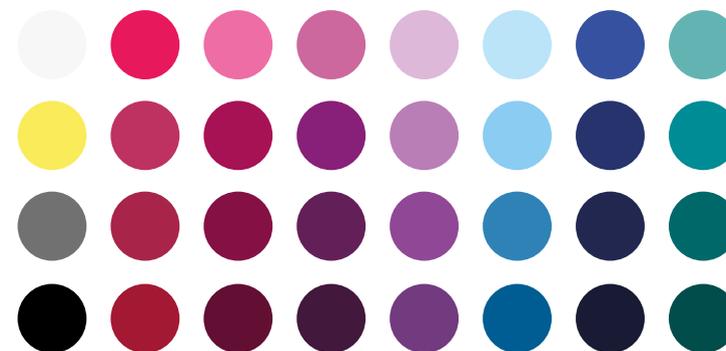
EMILIANA

Emiliana is the optical style with a slightly square-shaped front piece and metal temples with coloured enamel spotlighted by the transparent acetate temple tips. The combinations of colours and materials convey determination, personality and decisiveness.



WINTER

The winter palette is characterised by cool, deep and bright colours. Here, we find people with a cool complexion - be it darker, olive or very fair - dark and deep or gemstone eyes, and jet black to ash brown hair. Intense and cool colours such as emerald green, purple or midnight blue are perfect for them, while it is better to avoid warm and soft hues such as beige or the spectrum of oranges.



AMALIA

The Amalia sunglasses impress owing to their expansive square-shaped acetate front piece embellished with metal inserts. The metal temples with engraved monogram render them a truly en-vogue accessory. Available in five audacious colour variants.



ANNA

Anna is an optical frame with a round front piece and two-tone acetate temples with integrated flex hinge. A modern and original eyewear style owing to the colour combinations and lines of the frame.



SUNGLASSES

Eyewear sporting a distinctive and contemporary style that goes beyond the concept of time and fashion to embrace a unique look and an exclusive style.

Explore the styles **recommended by Rossella Migliaccio.**



AMALIA
SYA027



AMNA
SYA032



LEYMAH
SYA034



MARION
SYA025

Recommended for
Autumn



AUDREY
SYA035

Recommended for
Summer



ELLA
SYA037



MATILDE
SYA031



MIREIA
SYA026



IVETE
SYA029

Recommended for
Winter



JACINDA
SYA030



STEFFI
SYA033V



TANIA
SYA028

Recommended for
Spring

PRESCRIPTION GLASSES

Prescription glasses of exceptional quality, which - owing to masterful elegant and playful colour combinations - make each and every woman even more beautiful.

 Explore the styles **recommended by Rossella Migliaccio.**



AMELIA
VYA002V



ANNA
VYA007V



ELENA
VYA009



EMILIANA
VYA018V



CARME
VYA017



CHEN
VYA001



EVONNE
VYA012



GULER
VYA004



CLARA
VYA014



CRISTINA
VYA005

Recommended for
Winter



GUO
VYA006L

Recommended for
Autumn



HYPATIA
VYA024

PRESCRIPTION GLASSES

Prescription glasses of exceptional quality, which - owing to masterful elegant and playful colour combinations - make each and every woman even more beautiful.

 Explore the styles **recommended by Rossella Migliaccio.**



JANE
VYA003V



JANICA
VYA015

Recommended for
Spring



NAOMI
VYA022

Recommended for
Summer



ROSA
VYA020



MAGGIE
VYA013L



MARY
YA023L



RUTH
VYA008



SANNA
VYA021V



MARIE
VYA016



MASAKO
VYA019V



SHARMILA
VYA010



VESNA
VYA011



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