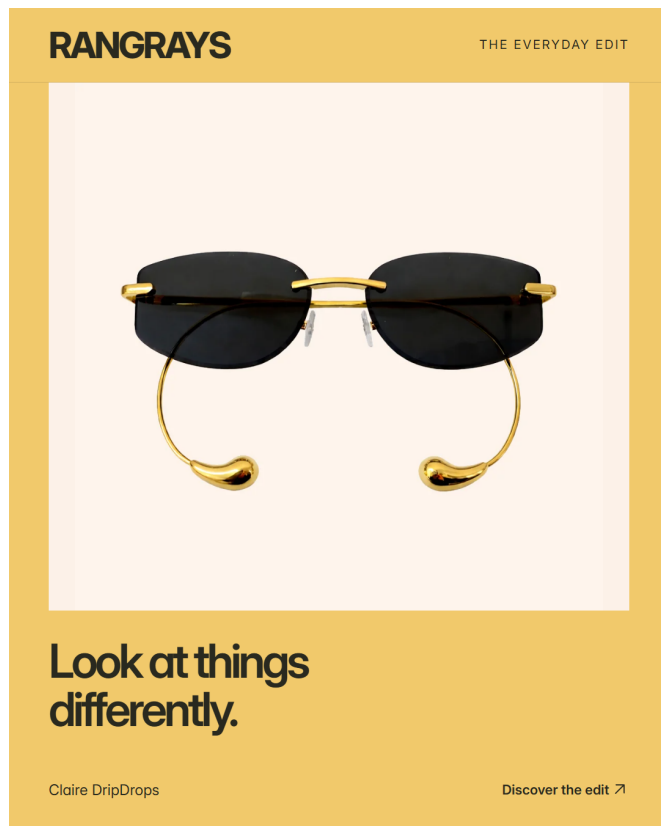


Let a distinctive frame make the statement.

A graphic eyewear direction for Claire DripDrops and Midnight Veil Cat Eye, using the actual product shapes as the visual centre of each design.

New creative concepts. Real products, brand-sourced imagery.



01 / Claire DripDrops



02 / Midnight Veil Cat Eye

The design decisions

1. Keep the original lens colour and frame construction unchanged.
2. Use a sunny graphic accent around the product, without redrawing it.
3. Give each frame its own product name and a direct destination.

From product to a useful test.

The starting point

The source images isolate the eyewear against a pale backdrop. Claire's unusual lower curve and Midnight Veil's cat-eye shape supply the contrast between the concepts.

The hypothesis

A large, unobstructed frame shape may be the clearest opening for this range. Compare a shape-first design against a styling-led headline.

Proposed measurement plan

1. Compare the two frame shapes without mixing their landing pages.
2. Read product-page visits and engagement alongside attributed orders.
3. Verify any optical-protection or material claim with the brand before adding it.

No campaign was run as part of this study. The plan describes what to compare; it does not report historical performance.

Product sources

Claire DripDrops

rangrays.com - product page checked 05 September 2026

Midnight Veil Cat Eye

rangrays.com - product page checked 05 September 2026

Methodology notes

The brand supplied the source product imagery on its public store. Glimmio composed the layouts and wrote new creative copy for this editorial study. Product appearance is preserved; source imagery may include photography, renders or composites.

No optical, UV-protection, durability or stock claim is added. This series explores visual positioning.