

# Face Shape Guide

## Oval



### Features

Face is longer than wider with balanced features. Jaw is slightly rounded. Inverted egg shape with widest part at cheekbones.

### Goal

Keep the face from looking too long.

### Best Frames

Width no wider than widest part of the face. A strong bridge will draw focus to the center of the face. Almost any frame shape will work with this face shape, even larger or cat eye shapes.

## Round



### Features

Same width and length. Jawline is round and full. Cheekbones round and are the widest part of the face.

### Goal

Add definition and length while reducing width.

### Best Frames

Square or rectangular frames add angles. Plastic frames in darker colors bring attention to the eyes. Thin metal frames with bridge detail draw attention to center of face.

## Oblong



### Features

Face is longer than wider. Jaw softly rounded. Forehead, cheekbones and jaw are about the same width. Prominent cheekbones, high forehead, balanced features.

### Goal

Shortening face's overall appearance.

### Best Frames

Wider, deeper frames. Round and square frames accentuate balanced features. Accented top rim or decorative temples add width.

## Heart



### Features

Slightly longer than wide. Jawline is long and slightly pointed. Forehead is the widest part of the face.

### Goal

Narrow forehead and add width at jawline.

### Best Frames

Oval or square frames with curved edges and upward sweep help broaden a narrow jaw. Lighter frames draw attention away from jaw without widening top of face.

## Diamond



### Features

Slightly longer than wide. Narrow forehead and chin. Broadest at cheekbones. Long, pointed jawline.

### Goal

Create balance between narrow forehead and chin.

Minimize width at cheekbones.

### Best Frames

No wider than cheekbones. Soft curves like ovals help to even out face. Styles with decoration or width at the top, such as cat eye shapes, will help balance narrow chin.

## Square



### Features

Symmetrical features with forehead and jaw about the same width. Jawline is broad and square.

### Goal

To lengthen face and soften jawline.

### Best Frames

Frames that sit high on bridge lengthen face and draw focus from jawline. Softer shapes with upward curves minimize squareness. Wider frames, over deeper ones, will make face appear longer. Color or decoration at upper corners draw eye away from jawline.

## General Guidelines

Repeat the best feature with eyewear - such as a blue frame to match blue eyes.

The shape of the eyewear should contrast with the face shape – round face needs a more angular frame.

Keep the scale of frame in proportion with the face – the frame should be no wider than the widest part of the face.