

2020

MARCHON

MARCHON

MARCHON

MARCHON

September 15, 2011

SEPT 15 / 11
WWW.2020MAG.COM



FACEBOOK.COM/
2020MAG

TWITTER.COM/
2020MAG

20/20

TOTALLY INKLEINED

THE EVOLUTION OF A BRAND FROM THE
PAST TO THE PRESENT AND THE FUTURE
IN STYLE AND IN EYEWEAR: CALVIN KLEIN,
CK AND NOW... CALVIN KLEIN JEANS

SPECIAL ANNUAL SELLER'S GUIDE



YOU SHOULD BE SELLING GENEYE

THE NEW STYLE STANDARDS

GenEYE is a constantly evolving category in the optical arena. It is truly about what's Hot Right Now. And it's the future for established and new generations of brands, and the consumers stylishly sworn to supporting those brands. Millennials go beyond bending the rules. They break them. Whether weaving social webs or pushing eyewear boundaries, this is the generation to watch. —*Patrisba Zabrycki*



From top: LEORE 176 from LO Eyewear; FYSH 3449 from Wescom Optical; SANFORD HUTTON banker C955 from Colors in Optics; SKAGA 3818 Kaira from Scandinavian Eyewear

YOU SHOULD BE SELLING Photographed by NED MATURA; Edited By GLORIA NICOLA