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vision care product news

JUST RELEASED:

PAULA DEEN

AND EYEWEAR DESIGNS
COOK UP A STORM

LENSES:
FAST JACKET'S
SWITCHLOCK from
OAKLEY makes
changing lenses a snap

EQUIPMENT:
Custom design lens
shapes with ESSILOR
INSTRUMENTS'
M'EYE TOUCH

EIKO SPORTSWEAR
color enhanced vision
Transitions **SOLEFX**



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LAUNCHES, PROMOTIONS, MERCHANDISING, EVENTS, AND OTHER THINGS TO KEEP YOU IN THE KNOW.



SAFILO'S CARRERA DOESN'T LOOK BACK. With a tagline of "After All, No Regrets," Safilo's new ad campaign for Carrera targets what the company refers to as "fast-laners"—women and men who are looking to maximize their life experiences. The mixed-media effort includes the Internet, print, billboards, and video, as well as carreraworld.com and a presence across social media networks. A worldwide campaign uses strong images to focus on real-world-style scenarios. **Safilo USA, 800-631-1188, safilo.com.** ▲

A&A 'CELEBRATES' WITH ITS 2011 CATALOG. To mark the company's 40th anniversary, A&A Optical has released its 2011 product catalog, entitled *Celebrate*. The publication includes inspirational messages from employees, ECPs, and customers as well as strategically placed QR codes intended to make the catalog more interactive and user-friendly. The messages, which encourage everyone to "Celebrate what's right with the world," were collected earlier in the year. **A&A Optical, 800-492-4465, aaopticalco.com.** ►

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EYE HEALTH IS TOP OF MIND.

Think About Your Eyes (TAYE) is the Foundation for Eye Health Awareness' TV and radio public awareness campaign. TAYE is intended to stress the importance of vision

health and annual eye exams and is running within nine key markets. More information about the campaign can be found on the organization's Facebook page, or via Twitter, and the ad itself can be viewed at youtube.com/think-aboutyoureyes. **Foundation for Eye Health Awareness, 703-740-9498, ehafoundation.org.**

MARCHON HAILS THOSE WHO MAKES A DIFFERENCE.

In its *Eyes Make a Difference* campaign, Marchon recognizes everyday individuals who have gone above and beyond the call of duty to make positive changes in the world through charitable groups or personal organizations. The company has a call for suggestions on its Web site, and the images of the individuals who are

selected will be used on posters, counter cards, and other P-O-P materials. **Marchon Eyewear, 800-645-1300, marchon.com.**

ALL ABOUT VISION IS ALL ABOUT FACEBOOK. With AllAboutVision.com's news feed, ECPs can easily keep patients informed for free by posting newsworthy and timely items to their Facebook pages. With simple setup through the use of Facebook apps, ECPs can share posts about their own practices as well as reliable eye-health coverage on a weekly basis. **All About Vision, 858-454-2145, AllAboutVision.com.**

WESCAN'S KLIIK: DENMARK IS ON THE 'SEEN.' The new campaign from Wescan's Kliik: Denmark, *Your Style Seen*, targets women and men who embody style as an attitude, rather than a look. To support the initiative, the company offers retailers a turnkey marketing program featuring a range of P-O-S materials to support sell-through. The materials include a Kliik-branded nameplate, mirror, counter display, banner, and two counter card designs, as well as a brochure and short video. **Wescan Optical, 514-383-0042, kliik.com.** ▲



First Vision Media Group is honored as **Silver In-Kind National Sponsor of Optometry Giving Sight.**

Revo welcomes renowned polar explorer and global warming advocate, **Sebastian Copeland**, to its Ambassador Team.

De Rigo and **Carolina Herrera** enter licensing agreement for the design, production, and worldwide distribution of Carolina Herrera New York and CH Carolina Herrera eyewear and sunglasses. **Marr International** will distribute the collection in North America starting in November.

Eyefinity/OfficeMate rebrands to Eyefinity and has a new logo to accompany its new name.

Kenmark Group inks a deal with **PEI Licensing, Inc.** to design, manufacture, and distribute eyewear under the Original Penguin by Munsingwear brand.

Chemat purchases **DAC International's** free-form surfacing line.

Revolution signs licensing agreement with **Apple Corps Ltd.** for exclusive, international rights to develop certain Beatles' songs and related visuals for eye- and sunwear.

React LLC teams up with **Eyeking LLC** to market and sell Under Armour® sunglasses styles for the 2012 season.

Silhouette partners with **Samsung** to create a lightweight 3D eyewear.

Seiko becomes the exclusive distributor for **Minima** eyewear in the U.S.

Gargoyles launches Performance Polarized Sun Rx Eyewear system in single vision and progressive designs.

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ONE-TO-ONE ONE-TO-ONE ONE-TO-ONE



CANDID CONVERSATIONS BETWEEN VCPN'S ED DE GENNARO AND LEADING OPTICAL EXECUTIVES ABOUT THEIR PRODUCT STRATEGIES.

Michael Suliteanu joined his family's business, Wescan Optical, a division of WestGroupe, in 1990. Over the past 20 years, he has learned the business from the ground up, starting as a sales representative and moving to VP, Sales eight years later. In 2009, Michael became President, overseeing day-to-day operations of both frame divisions Western Optical and Wescan. Here, Michael talks about the motivation behind Wescan.

Ed De Gennaro: What was the concept behind starting Wescan?

Michael Suliteanu: Wescan was created 12 years ago as a division of WestGroupe Optical, a Canadian business my father, Rodney Suliteanu, started in 1961. The new division was developed to offer a more prestigious product than WestGroupe's original "moderately priced" concept. We wanted to create an innovative, sleek, and architecturally modern styling trend in eyewear to attract an upscale clientele. This was accomplished by hiring an additional sales force focused on the Canadian market.

EDG: How did you become an international company?

MS: We considered exporting when we noticed that our customer base was eroding. As we addressed the question, "What's the best strategy for attracting new customer partners," we decided to exhibit in Paris at Silmo in October 2004. The idea was to

find new distributors outside of Canada. We had unique design concepts but weren't sure where they would be best accepted. I'd categorize our design approach as having a Canadian touch—it's not European and it's not American; it's somewhere in between. That led us to believe Europe was the right place to find suitable distributors for our frame lines.

EDG: Each of your brands has its own Web site with no link to a Wescan site. Why?

MS: We are frame distributors, which means we sell our products through other companies. We felt it was more important for customers to know our brands than for them to know our Wescan name. We do a lot of consumer marketing and developed a Kliikdenmark standalone Web site for the same reason—to connect the consumer to the brand. We've also done that with our FYSH UK and Evatik brands. Our marketing objective is to bring the brands' name as far forward as possible so the consumer learns it and appreciates it. Since opticians and doctors are buying our frames under the Kliikdenmark, FYSH, or Evatik names from our distributors, we're confident this strategy is sound.

EDG: Where do you get the inspiration for your brands?

MS: We look for niches in the market that are not being addressed. When we discover a niche that fits

our company's criteria for styling, quality, positioning, etc., we attempt to fill it. My sister Beverly is our Creative Director, and the two of us are always in the marketplace. We both have independent and chain customers and visit them regularly. We're able to see the voids developing that we might fill. By staying in the marketplace this way, we have developed a different flavor; a different taste in eyewear than some of our American competitors.

For example, we launched Evatik as a modern, hip, exclusive men's collection for a target market aged 18 to 65. It's for the executive who wants a polished, professional yet unique look. There aren't many brands developed for this demographic so we launched a full line. The brand is also refreshed every 14 to 18 months so there is always something new—an ad, counter-cards, banners, cases. That way the brand doesn't become stale.

EDG: What's your company's greatest advantage?

MS: Our greatest advantage is we're based in Canada. We don't feel influenced by things happening in the U.S. and there's a European flavor to what we do that has been difficult for other companies to copy. We spend time in the marketplace every week to see what's happening, to sell and hear what our clients are saying about us and our products. A lot of companies either have buyers or designers that are not out in the marketplace.

EDG: What's your biggest challenge right now?

MS: Keeping up with our growth is one of them. All our distributors source their products from our in-house inventory. They don't give us a four-month order schedule like they would if they were having frames made. Growing at over 20% for the last five or six years, just handling inventory is a tremendous challenge. Our distributors in the U.S. have been growing at about 24% the last three years and we now have over 70 salespeople in the U.S. carrying our products.

EDG: What's your vision for the company in 20 years? Do you want it to be an international giant like Luxottica or Safilo?

MS: No, being a smaller distributor has its advantages. To be honest, we're having a lot of fun and we're meeting a lot of great people. At Vision Expo West, we'll be launching Evatik Sunwear, a line targeted to sophisticated men who want a pair of unique but wearable sunglasses. This is the first time we've marketed sunglasses and if it's successful we'll offer FYSH Sun. Hopefully in less than 20 years we'll be in 80 countries.

If you look at our frames and our images, they are about having fun. It's about living life to the fullest. There's one thing we hear over and over again in the marketplace and it's that our frames sell. That's a pretty rewarding tribute to our company's mission. **vcpn**

Spring Has Sprung

By Roxanne Armstrong, LDO Each season has its own particular color palette and spring is all about boldness.

Spring is finally here, the days are longer, and the warm, sunny weather is beckoning us outside to enjoy our favorite pursuits like family outings, golf, tennis, cycling, and more. People are shedding their dull winter wardrobe and turning to spring fashion colors to refresh their look. And that means that the eye- and sunwear you present this time of year should reflect current trends in seasonal colors.

SELF-EXPRESSION

Inspired by the beauty of the sea, FYSH UK by Wescan Optical symbolizes the choice to take passion from within and apply it to everything else. Style No. F-3435 is a full-rimmed retro style in fun and funky colors like cherry black, black turquoise, brown sand, and purple salmon that gives the wearer a venue to express personal color style with creative textures and penetrating colors. Knowing who you are is empowering, having the confidence to show it is invigorating.

LOOKING BACK

This spring look for even more of the clean, classic styles from the past—but with a colorful twist. Round, vintage metals à la John Lennon are popular and branch out from the expected gold, silver, and pewter to a rainbow of 1960s-



Straight out of a Hollywood café, Ogi's Style No. 8049 delivers an elegant yet striking burst of feminine power from the rainbow of color offerings.

Wescan's Kliik:denmark Style No. KL-439 features digital printed temples that achieve an exotic look with a rich palette of black, red, purple, and brown.

inspired colors. Anglo American Optical, Ltd.'s Style No. M400 is just such an example, offered in metal purple and taupe. Style No. M426 is a P-3 shape updated with bolder and chunkier aesthetics, and includes clear and translucent color applications such as amber shell on red, purple laminate, and Japanese havana to counterpoint the more confident lines.

Browline frames, Wayfarer styles, and the "Cary Grant" affect are stronger than ever. Ray-Ban®'s

BASIC BLACK WITH A TWIST Basic black and traditional tortoise is back with a vengeance. No longer a men's color palette, these stronger, darker frame colors are right in sync with the trend toward 1940s' and 1950s' classic "nerd" glasses and professional P-3's. Your female patients are clamoring for this gender-neutral, intriguingly sexy look in women's eyewear. If you remember Charlie's Angels in pin-striped men's vested style jumpsuits, you know exactly what a provocative statement this trend makes.

new Wayfarer Style No. RB2132 from Luxottica is a fresh bold twist in eyewear with younger colors like blue gradient on transparent and brown gradient on antique pink. This fresh new mix of colors also features polarized lenses.

Wescan's Kliik:denmark is a collection that combines a mix of the retro chic and modern elements with geometric cutouts, color blocking, and laser-printed temple treatments. An update on the retro look is Style No. KL-450, a stainless steel frame with a full-rimmed vintage profile available in a blend of intriguing color combinations. Shades of sensual red paired with putty evoke a sense of romanticism while purple combined with coral is fun and playful. Style No. KL-439 is a unique women's frame that features digital printed temples that mark a botanical influence and achieve an exotic look in a rich palette of black, red, purple, and brown.

The new collection of fashion-

forward sunwear styles by Ogi Eyewear adds an exciting twist to the company's ever-expanding line of frames with the spring 2011 collection of contemporary sunwear. These intriguing sun styles bring together inventive shapes with unique materials that bring a fresh twist to the classics of the 1950s, 1960s, and 1970s. Deep rich tones are ignited with sharp splashes of bright hues in this collection.

Straight out of a Hollywood café, Style No. 8049 delivers an elegant yet striking burst of feminine power from the rainbow of color offerings—brown purple gradient, yellow green gradient, blue gradient, and gray gradient. With a vibrant color scheme of dark blue with transparent red and refined details, Style No. 8050 is a shot of youthful energy. Take the iconic aviator shape to a new level in Style No. 8051 in blue purple with soft curves, diligently placed rivets, and the hallmark Ogi color palette.

FEMININE CHIC

The 1970s are back with a pas-
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eyewear&sunwear product roundup

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sion, with clothing and home goods flashing updated silhouettes and colors from the disco decade. This spring, women's eyewear is a natural to follow suit. Think bigger is better when it comes to sunwear in squared-off ovals and Jackie O-sized rectangles. Look for girly glasses at their girliest.

Geared to the 20-something trendsetter, Phoebe Couture was created by Kay Unger for a younger generation of the designer's fans. Nouveau Eyewear's Phoebe Couture eye- and sunwear blend playful trendiness with a sophisticated eyeshape. Style No. P707, a rectangular frame suitable for prescription suns, comes in fashion-forward tortoise on purple and features a crystal-crusted heart on the temples.

TWO TONES

As in apparel, the influence of street style is permeating the eyewear industry, presenting a downtown vibe to the colors offered in sunwear. Thick acetates, two-toned coloring like the Chorus style from the Converse Backstage collection



Ray-Ban's new Wayfarer Style No. RB2132 from Luxottica is a fresh bold twist with younger colors like brown gradient on antique pink.

by REM Eyewear in pink gradient and gray orange or metal details on the glossy black Set List frames with blue gradient lenses take this look into the spring and the future. An iconic collection of eyewear, Converse appeals to the young street smart demographic with new neon color options like glow-on, gray stripe gradient, matte blue, and glow-in-the-dark combined with lush tinted lenses.

EYEWEAR AS ART

Frames with a strong aesthetic



Clear and translucent color applications counterpoint the more confident lines in Anglo American Style No. M426.

Street style presents a downtown vibe to the colors offered in sunwear as seen in Converse Backstage's Chorus style from REM.

presence will appeal to your "artsy" patients with a personal and chic look complementing their upscale urban lifestyle. There is no preppie here. Temples are adorned with textured detailing, graphic slashes of color, and pattern applications on frames to

detailing, as in Style No. K126. This sophisticated frame, offered in satin gold and satin black, features stunning pearls on the inside and outside of the temples which gives it a refined look that is perfect for a night out on the town. These couture details make each piece in the collection a work of art.

Spring is here so help your patients shed their dreary winter eyewear with a full complement of springtime eyewear fun! **vcpn**

Roxanne Armstrong is a licensed optician and owner of Art For Your Face, in Tysons Corner, VA.



Style No. P707 from Nouveau's Phoebe Couture collection comes in fashion-forward tortoise on purple and features a crystal-crusted heart on the temples.

project an appearance of refinement, confidence, and class.

Created for the self-assured woman who appreciates elegance, Kay Unger's fashion line is found only in the world's most upscale department stores and is a favorite with the movie, television, and music industries for its dramatic but highly wearable designs. Designed in Italy, Nouveau's Kay Unger eye- and sunwear is ablaze with

WHERE TO FIND IT

Anglo American Optical, Ltd.
800-753-9727
angloamericanoptical.com

Luxottica
800-422-2020 • luxottica.com

Nouveau Eyewear
800-292-4342 • nouveaueyewear.com

Ogi Eyewear
888-560-1060 • ogiframes.com

REM Eyewear
800-423-3023 • remeyewear.com

Wescan Optical
514-383-0042 • fyshuk.com • klilk.com