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EYEING MODERN MAN

LENSES BY THE NUMBERS

EYEWEAR BY DESIGN

WHAT EyeHear

BY JILLIAN URCELAY

1. KERING EYEWEAR has signed a strategic partnership with JD.com, China's largest retailer and the world's third largest Internet company by revenue, marking the opening of its official online flagship store on JD.com.

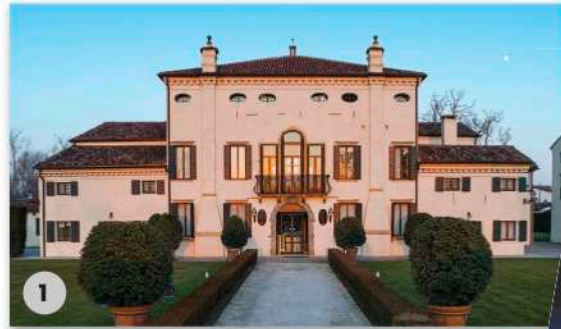
2. SAFILO has appointed Riccardo Cadorin senior vice president of optical sales for the U.S., reporting to Henri Blomqvist, CEO of Safilo North America.

3. RANDOLPH ENGINEERING celebrates its 45th anniversary milestone with a brand rejuvenation that aims to speak to its brand mission, "Extraordinary for Life."

4. MOSAIC EYEWEAR has announced its partnership with ZEN Barcelona as distributors for the U.S. market.

5. INVU by Swiss Eyewear Group celebrates its fifth anniversary and is sold in over 15,000 optical, specialty and travel retail outlets in 85 countries around the globe.

6. CLEARVISION OPTICAL has announced a new strategic relationship with Frameworks and the launch of Spectaculars, a collection of authentic, vintage-inspired eyewear manufactured in the U.S.



7. L'AMY GROUP has entered into an exclusive multi-year agreement with Chris-Craft to design, manufacture and distribute a premium collection of the Chris-Craft-branded ophthalmic and sunglass frames for men and women.

8. WESTGROUPE has announced the launch of the Moleskine eyewear collection in Canada that will launch spring 2018.

9. NECTAR SUNGLASSES has launched its initiative dedicated to helping increase the population of honeybees. Now through August, every online purchase will be accompanied by a bag of Honeybee Wildflower Mix for customers to plant their own pollen-rich flowers.

10. EYEMART EXPRESS has donated more than 1,100 eyeglasses to Cedar Springs Vision, a Dallas-based nonprofit that provides vision and eyecare to those in need.



L&T MARKETING

Opternative Launches Eyecare Provider Platform Called EZRx



Opternative CEO Brent Rasmussen

Opternative has begun marketing software that enables an eyecare practice to include digital refractions and visual acuity tests on its website. Until now, the company has only offered online vision tests directly to consumers. The digital refraction feature known as EZRx and a visual acuity screener are licensed to each eyecare practice individually and are white labeled to match the ECP's branding and website flow, an Opternative spokesperson explained. The software will direct a patient to an experience branded specifically to each individual ECP.

The refraction and acuity screener can be used as standalone technology on an ECP's website for healthy individuals who qualify or to complement a traditional eye examination experience, he said. ECPs can direct healthy candidates to take a digital refraction and then pick up their contact lens or glasses from the ECP as soon as the next day, depending on the device they use. Opternative said EZRx helps ECPs increase revenue, retain current patients and delivers new patients through referral channels and increased access points.

Previously, Opternative relied mostly on ophthalmologists to verify the results of its online eye tests and issue prescriptions to patients. However, it is marketing EZRx and its visual acuity test feature to both

ophthalmologists and optometrists, who pay the company a fee as part of its service offering. The software is already being used by some practitioners, including members of Opternative's medical advisory board. Over 30 ophthalmologists, optometrists and opticians are members of separate Opternative advisory boards, according to the company.

"We're committed to helping eyecare professionals get the technology they need to increase access to their practice," says Brent Rasmussen, CEO of Opternative. "We view our technology as a tool to help optometry practices grow their market share and want eye doctors to know that we are committed to working with them."

—Andrew Karp

STYLE FEATURE | Men's Eyewear |



CALVIN KLEIN 205W39NYC 1874S
from Marchon Eyewear



From top: SCOTT HARRIS VINTAGE
43 from Europa International;
KLIK 621 from WestGroupe;
CLUB LEVEL DESIGNS 9238 from
SD Eyes; IZOD 2045 from
ClearVision Optical



2008: There is a world of metal out there so move beyond gold and silver.

2018: Every version of gray and matte gray stands proud these days in the metal mentality of men and their eyewear.