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# 20/20



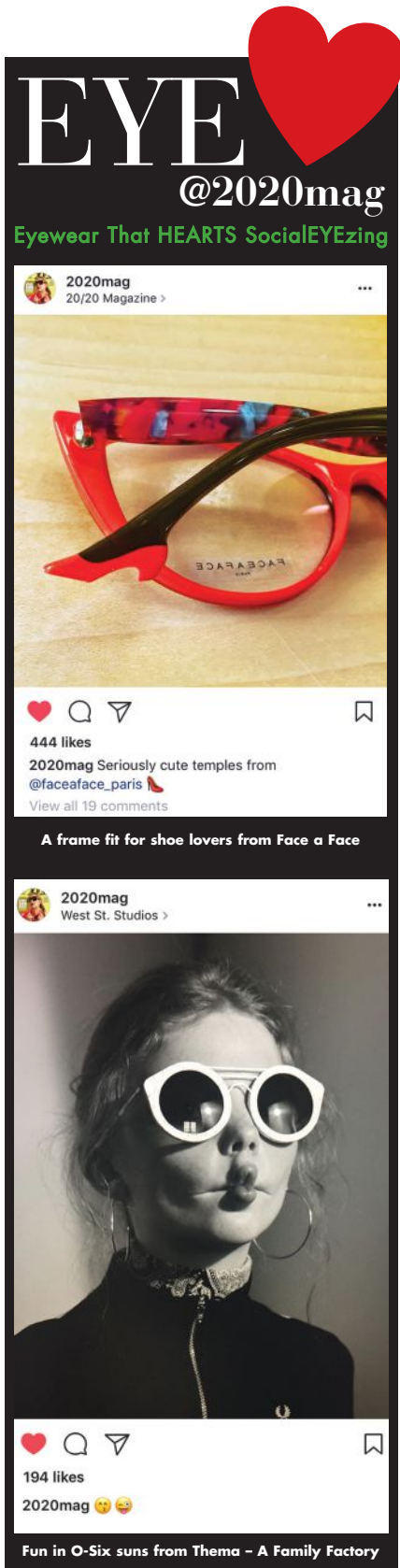
KEEP AN EYE  
ON THIS DYNAMIC

# TWINNING COMBINATION

AS **COCO AND BREEZY** TAKE  
THE VERY CONCEPT OF  
A PAIR OF GLASSES TO  
INTENSE AND EXCITING  
OPTICAL HEIGHTS

**GENEYE TAKES A  
CUE FROM THE PAST  
WITH A NOD TO  
THE PRESENT >33-56**

COCO AND BREEZY WEAR  
STYLES IRIS AND OSTARA  
FROM EASTERN STATES EYEWEAR



# WHAT EyeHear

BY JILLIAN URCELAY



**1. CROAKIES** has announced the addition of six new Everyday Adventurers to its existing ambassador team roster for 2017, which include Harmony Dawn, Dan Gavere, Mark Landvik, Jackie Kido, Jose Gonzalez and Alix Gabus.

**2. MARCOLIN** has renewed its license agreement with Diesel for the design, production and worldwide distribution of Diesel Eyewear branded sunglasses and optical frames until 2023.

**3. HILCO VISION** has acquired the LBI cases and accessories division located in Las Vegas, Nev.

**4. DE RIGO REM** has announced that Jim Sepanek, who previously served as VP

of brand and product development for Rem and the executive VP at Spy Optic, has been named the company's new vice president of sales and marketing.

**5.** The distribution headquarters and office of **EYEOS, INC.** has recently relocated to Southborough, Mass.



**6. PEARLE VISION** has been awarded the Bronze Effie in the Health Care Services category for the 2016 campaign "Can Thinking Small Win Big?" which is the brand's second Effie in the last two years.

**7. WESTGROUPE** has appointed Spectill as its new distributor for its Fysh UK, Kliik Denmark and Superflex brands in South Africa.

## L&T MARKETING

### SeikoVision Offers Digital Eye Strain Kit

**SEIKOVISION** recently released a free promotional kit that eyecare professionals can use to educate their patients about digital eye strain. The kit includes an 8.5- by 11-inch flyer that can be printed out and displayed in the practice, as well as three printable infographics (Blue Light, Digital Eye Strain Symptoms and Ways to Avoid Digital Eye Strain) and three social media posts.

"We offer many resources to help practices grow through our Seiko Elite program," says Gregg Fowler, vice president of sales and marketing at SeikoVision. "Content like this digital eye strain kit further help ECPs grow their practice and educate patients." ECPs can download the kit at [seikovision.com/digital-eye-strain-kit](http://seikovision.com/digital-eye-strain-kit). —Andrew Karp

