

JUNE 2017

A young person with dark, curly hair and black-rimmed glasses is looking upwards and to the right. They are wearing a blue and white plaid denim jacket over a white t-shirt. The background is a soft, purple gradient with numerous translucent, iridescent bubbles floating around them. The overall mood is thoughtful and curious.

DISPENSING OPTICS

NEWS, INFORMATION and
EDUCATION for OPTICIANS



Rubber Flex Active in bright red



Fun-loving and bold, model Amy



Sporty SFK-176 in lime/grey

The frames have a one-piece construction and are free from metal parts. The hypoallergenic, soft finish material has been carefully studied to ensure it keeps its form and has sufficient stiffness so lenses don't pop out when handled by the child.

Bright new tonal choices include primary reds, blues and greens as well as luscious fuchsia and lilac. For the older age group, a new black choice has been added – trendy and smart, the perfect specs statement with a reference to the classics.

"As well as focusing on a great fit in a very high-grade rubber material with unique features, our rubber Flex Active range is for kids who love fashion and want a frame that perfectly coordinates with their look," says Dr Julie Diem Le, director of Zoobug.

AMY JOINS ROCK STAR LINE-UP

Confident colour and a heritage-influenced eyeshape unite to offer the perfect eyewear design for fun-loving youngsters in the latest Rock Star release, Amy, from award-winning Eyespace.

Combining an on-trend round eyeshape with retro-style keyhole bridge, Amy is available in a much-demanded smaller girls' size (46-18-125). The style offers bold, colour-popping choices for young hipsters that will stand out perfectly. C1 comprises a gloss semi-transparent eyefront in a striated purple, accented by silver double pin detailing.

Slender matt temples are adorned with Rock Star's five-pointed-star logo branding. A high-gloss green toned tortoiseshell eyefront is brought up-to-the-minute with a vibrant teal interior and complementary matt temples for the C2 choice.

OH SO COOL FOR BACK TO SCHOOL

Launching this September, Superflex Kids winks at the past with the Back to School 2017 collection.

Everything old is new again with this retro-themed collection that is stocked with popular acetates and colourful, detailed metals. All Superflex Kids models come with spring hinges for increased flexibility and durability. There are three new models for boys and five new models for girls.

The snazzy rectangular shape of model SFK-176 (pictured in grey/lime) – a triple laminate acetate frame – is highlighted by interesting design elements. Laser cuts on the front end-piece and temple bring forth the brightly coloured middle layer, creating a sporty, 3D effect. SFK-176 also comes in navy/red and black/white. The collection is available in the UK from Ridgway Optical.

Next month's Product Spotlight is on practice management software.

RETRO SUMMER CAMPAIGN FOR YOUNG ROCK STARS

Eyespace is giving away colourful retro 10-in-one pens with purchases of its Rock Star eyewear this summer.

"With love being shown to the '80s and '90s right now, we've stepped back in time to find something that resonated from our youth and that kids today hadn't seen before," said Nicky Clement, marketing manager at Eyespace.

"Rock Star is known for its contemporary twists on retro styling, trend-led prints and bold use of colour and these are all present in the pen. Everyone who has seen it has loved the innovative interpretation of the brand personality and how it allows young glasses wearers to engage with Rock Star in a fun way. There's definitely going to be some stationery envy at schools across the country come September."



All the young dudes

Developed for children aged from five to 15, the Rock Star range features retro tortoiseshells and HD-prints, superhero-style emblems and mirrored lenses in 56 frames and four sunglasses.

