

EYECARE BUSINESS

PentaVision

Retail Strategies &
Profitable Practices

SS

JANUARY 2018

2018's

8 MEGA MARKET TRENDS

A MUST-KNOW LINEUP
OF **KEY TRENDS** TO
HELP CHART YOUR
BUSINESS'S COURSE
THIS YEAR



INSIDER INTEL

Step Inside One Key
Sunwear Competitor

SECRET SAUCE

150-year-old MOSCOT
Eyewear's Recipe

Rx SUN TIP SHEET

12 Usable Ideas
From 4 ECPs

Costa style Piper



TrendSpotting

THE BIGGEST TRENDS + NEWS YOU CAN USE

Animal Instinct

Leopard and cheetah prints rule the pride this winter, with key fashion designers from Alexander Wang to Naeem Khan pouring out everything from maxi dresses to trench coats in the power prints.

Sunwear also steps up this season to take a walk on the wild side with animal prints emblazoned on frames fronts and temples as an accent. Amp up your optical's sunwear mix with this on-trend look for a purely fresh, of-the-moment style that is still a classic that truly never goes out of fashion.

—Erinn Morgan

The Wild Side: The FYSH UK F-2025 combination style from WestGroupe has a modified cat-eye shape in a metal frame between acetate layers. It's crafted with a unique iridescent acetate with an animal print that changes hues as you shift and move.





BOLD PRESENCE

FYSH UK style F-2028 from WestGroupe pairs a striking front in rich pearlized acetate with a metal bridge and temples.

frame introductions

EYEWEAR ADDITIONS AND LINE EXTENSIONS



↑ ECCENTRIC NECESSITY

Fendi draws inspiration from its iconic Peekaboo bag for the Resort 2018 eyewear collection from Safilo.

The Peekaboo bag's distinctive lock is reinterpreted as a functional and decorative hinge on two sunglass styles (FF 0265/S and FF 0266/S) as well as on optical style FF 0272 (pictured).

"Simplicity is the eccentricity" is the philosophy behind both Fendi's Peekaboo bag and the Peekaboo Eyewear Collection, highlighting the Roman fashion house's renowned creative designs.

The collection offers modern square, cat-eye, and butterfly silhouettes in acetate, and showcases warm tones including Plum, Green, Havana, and Red.

The suggested retail pricing is \$380 (optical) or \$390 (sun).

INFO: 800-631-1188, MYSAFILO.COM

↓ JET SET LIFESTYLE

Michael Kors Eyewear unveils its latest collection from Luxottica, highlighted by eye-catching details like color-blocked and gradient lenses and chic takes on the brand's logo.

The latest collection consists of five sunglass styles (MK 1025, MK 1026, MK 1027, MK 2057, and MK 2058) as well as two optical styles (MK 3019 and MK 4053) named after chic travel destinations like Napa and La Jolla and geared toward jet-setters and trendsetters.

Pictured is sunglass style MK 1027 (Cabo) shown in the Pale Gold-tone frame with a teal/orange gradient mirrored lenses colorway. The Cabo is a vintage-meets-contemporary pilot style in tapered metal, appealing to the elegantly sporty consumer.

The suggested retail price range for the collection is \$139 to \$185.

INFO: 800-422-2020, LUXOTTICA.COM



BARBERINI EYEWEAR

Voyager BR1714 | Metal | 48/18-140 | Tin/Matte Black, Gold/Matte Ivory, Gold/Black, Gunmetal/Red | Unisex

INFO: 888-325-8882, BARBERINIEYEWEAR.IT/EN



WESTGROUPE

FYSH UK | F-3594 | Acetate | 53/17-140 | Black Demi, Raspberry Honey, Crystal Tort, Emerald Tort | Women

INFO: 855-455-0042, WESTGROUPE.COM



COSTA

Beach Collection | Piper | Titanium | 57.9/15-130 | Shiny Black, Shiny Gold, Velvet Silver, Satin Rose Gold | Unisex

INFO: 800-447-3700, B2B.COSTADELMAR.COM