

DEC / 12
WWW.2020MAG.COM



FACEBOOK.COM/
2020MAG

TWITTER.COM/
2020MAG

20/20

In HIS Eyes

MEN'S EYEWEAR
PAINTS A
MASTERPIECE
OF SUCCESS
IN OPTICAL

Artist Robert Passantino in
SPY OPTIC's Reed as photographed
by Stephen Sullivan

2020MAG.COM / APPS

In HIS Eyes

EVERYTHING UNDER THE SUN

Sunwear is quite often the initial inroad to a man's heart and soul when it comes to eyewear. Increasingly, there's a sun style to match up or complement any man's taste and tasks from life to lifestyle and work to play. Men's sunwear also plays game supreme in its ability and agility in terms of impact even on women's sunglass fashion. Paying close attention to the hot and current stock you stake in sun specs will do you no harm, and all good when it comes to presenting the shade situation to BOTH genders.

From top: ADVENTURER AVIATOR 8657 from Silhouette Optical; EVATIK 1023 from WestGroupe; REVS01 from Revolution Eyewear; ORIGINAL PENGUIN "The Clancy" from Kenmark Group; TRU TRUSSARDI 12912 from Charmant Group



POWER



12 MOREL: OGA KROK II

Target Customer: Men who want bold, masculine styling that's wearable; progressive lens friendly **Materials:** Heat-mounted acetate front with aluminum temples
Special Features: Stainless-steel spring hinges; wide; universal-fit nose pads **Pricing:** \$\$\$\$
(800) 526-8838/www.morel-france.com



TRENDS
'TIS THE SEASON
 Focusing on this season's icy ambiance, Seraphin's Winter Collection evokes the arctic spirit of winter with its creamy ivory, clear crystal and demi-gray hues.

13 OGI EYEWEAR: SERAPHIN WINTER COLLECTION

Target Customer: Individuals who appreciate bold styles in a wintery palette **Material:** Plastic **Sizes:** From top—(Toledo) 54/17 (150); (Dayton) 52/20 (145); (Summit) 51/15 (145)
Special Features: Hard case and cleaning cloth **Pricing:** (Toledo) \$\$\$\$; (Dayton, Summit) \$\$\$
(888) 560-1060/www.ogiframes.com



14 WESTGROUPE: EVATIK 9063

Target Customer: Men who like clean designs enhanced with texture **Material:** Stainless steel **Size:** 57/18 (145)
Pricing: \$\$\$
(800) 361-6220/www.evatik.com



15 MARCHON EYEWEAR: MICHAEL KORS 284M

Target Customer: Men who want bold shapes enhanced with rich horn colorations **Material:** Plastic **Size:** 53/17 (140)
Special Feature: Translucent temple colorations showcase core wire **Pricing:** \$\$\$\$
(800) 645-1300/www.marchon.com

16 EYEWEAR INVENTIONS: MAG READER

Target Customer: Individuals who need readily accessible, illuminated magnification **Special Features:** Doubles as reading glass and magnifier; built-in LED light; carabiner that clips on any object **Pricing:** \$
(800) 223-0167/www.eyewearinventions.com

