

SEP 15 / 14

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# 20/20

## SPECIAL ANNUAL SELLER'S GUIDE

CHLOE MAKES THE  
POINT THAT WE LIVE IN AN  
EMPIRE OF THE SUN

20/20<sup>@</sup>40  
Then, Now, Anew

# EYES AND SHINE

For sunwear, distinctive trends and developments continue emerging as social sharing, tech, celebrity coverage and new materials gain sun's inexhaustible exposure. You're the gatekeeper between distressing drugstore shades and a sunny spectrum of optical shop upgrades—rise to the occasion of selling sunwear that speaks to every consumer.

—Breanna Benz

From top: EVATIK 1043 from WestGroupe; TAKUMI 959 from Aspex Eyewear; RCF206 from Revolution Eyewear; AIRMAG AP6414 from Clariti Eyewear; SALVATORE FERRAGAMO 1375P from Marchon Eyewear



## TOP TEN TRENDS

- 1 Sun trends can change in a flash.** This season, look to revived flash and mirrored lenses to add excitement to basic sun styles with a spark of eye-catching colors.
- 2 All teched out.** Water-floating frames, vented lenses, space-age polycarbonate, biodegradable and multi-layered materials... if you think you've seen all sun has to offer, think again.
- 3 Vintage classics are back.** Look forward to the past with CatEyes, aviators and clubman suns.
- 4 Faux me once.** The hint of "clips" lends the look of trendy layered lenses without the hassle of complex removable pieces.
- 5 Be a shape-shifter.** Shop around for silhouettes to switch into any style.
- 6 Optical's own sunwear brands** seamlessly fuse long-standing tradition with understated insignia free from blaring brand names or designer-restricted opinions.
- 7 Swap out suns to access any personal identity.** Patterned temples, etched, embellished, studded fronts, ornamented temple tips, theatrical lens shapes and imaginative tints make for the **ultimate in accessorizing.**
- 8 The hinge is where it all comes together** with rubber stoppers, screwless options, intertwined metals and hinge-hidden insignias.
- 9 Give and take.** Double the sun for protection and a purpose with brands offering shades that give back, sending sunglasses to someone in need for every frame sold.
- 10 Low base curve lenses are becoming flat out fashionable** for sunglasses, a trend that instantly differentiates any silhouette.

Photographed by NED MATURA

## YOU SHOULD BE SELLING **SUNWEAR**

### TOP TEN SELLING TIPS

- 1** From tech touches to the most outrageously engineered materials, **sport and sun are on the same team.**
- 2** Children's eyes are uniquely susceptible to the sun, so get a commitment from parents to consistently keep their kids covered outdoors. Many companies offer full protection in just-right sizes branded with a cast of characters and colors **little eyes will adore.**
- 3** Celebrities, models and sports stars have become their own paparazzi, sharing street style snaps of themselves instantaneously to an audience who sees the suns that stardom has to offer. **Be ready with the right shades** in stock by following along on Facebook, Twitter and Instagram, including *20/20's* own on-the-pulse platforms @2020mag.
- 4** **There's a bright future for sunwear and science** as wearable tech becomes a reality. Stay up-to-date on state-of-the-art suns like Google Glass.
- 5** Sunglasses can be a simple **buy-in for brand lovers** seeking the stamp of their favorite label.
- 6** Inexpensive sunwear options are available around every corner, on drugstore countertops and in discount clothing shops. Inspire patients to see the necessity in buying from an optical expert because **true sun protection comes at a price worth paying.**
- 7** Sun isn't a summer-only service. **Promote sun safety year-round** and dedicate dispensary space to sunglasses, sun lenses and sun-centered POP every single season.
- 8** **It pays to play.** Any open-air activity demands proper sun shades; find common ground with patients on outdoor explorations and games to keep them outfitted for every altitude and adventure.
- 9** Sell a collector on something special, and you'll have created a **perpetual purchaser** in tune to new additions and automatically loyal to your offerings.
- 10** Sunwear provides style-shy guys **the perfect entry point** to a polished look.



**OUTSIDE OF THE BOX**

Share with your patients the secret to staying young: sunwear. Apply daily for long-term eye and skin health, anti-aging effects and disease prevention. It's optical's responsibility to spread the prescription for beneficial and consistent sun safeguards.

—BB