

February 2013

eyecare

Retail Strategies For Profitable Dispensing

# BUSINESS

EyecareBusiness.com

*The lens colors of sports*

**SELLING** *eyewear to the sports fan*

## FINE TUNING

When should you **CHARGE FOR SERVICES?**



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**7 WESTGROUPE**

MODEL: Evatik Sun collection style E-1021  
MATERIAL: Acetate  
SIZE: 58/18-140  
COLORS: Black and taupe  
MARKET: Men  
INFO: evatik.com



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**8 CHARMANT**

MODEL: Elle style EL13348  
MATERIAL: Metal with acetate temples  
SIZES: 50/16-135, 52/16-135  
COLORS: Black, brown, wine  
MARKET: Women  
INFO: 800-645-2121, Charmant.com/us



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**9 MCGEE GROUP**

MODEL: Vera Bradley Sunglass Collection style Janice  
MATERIAL: Acetate  
SIZES: 58/12-135, 56/15-135  
COLOR: Vera Bradley pattern Ribbons  
MARKET: Women  
INFO: 800-966-2020, mcgeegroup.com

# SILHOUETTE

MODEL: adidas Shapelight collection style af04  
MATERIAL: Performance steel with SPX temple grips  
SIZES: Small and large  
COLORS: Power steel/yellow, urban earth/beige, mahogany/power red, black/dark royal, gray rock/clear gray  
MARKET: Men or women  
INFO: 800-223-0180, adidas.com/eyewear

