

EYECARE

Retail Strategies &
Profitable Practices

BUSINESS

JANUARY 2014

LIVING SPORTY

ATHLETIC SUNWEAR
GETS A LIFESTYLE LIFT

SEEING DOUBLE

SELLING RX SUN
AS THE PERFECT
PARTNER PAIR

BONUS!
SPECIAL
SUNWEAR
PROTECTION
PUZZLE

TEN.TOP

TRENDS.

WHAT YOU
NEED TO
KNOW ABOUT
THIS YEAR'S
BUSINESS
LANDSCAPE

plus! Enjoy our fresh look and new sections, along with all your old favorites

What's New?

The latest in frame line extensions

EYE HEART MJ

Marc by Marc Jacobs has created a new special-edition pair of sunglasses for Valentine's Day. Produced by Safilo, it features a black acetate, squared shape inspired by the '80s with red hearts printed all over the frame and highlighted by a red metal core wire on the temples. The sunglasses (style MMJ 361/N/S) come with dedicated packaging featuring the same heart print pattern on the pouch.

INFO: safilo.com



RIDE TO VIVA

Viva International Group introduces new carbon fiber styles for men from the Harley-Davidson Eyewear Spring 2014 optical collection. Inspired by the Harley-Davidson V-Rod motorcycle family, these styles feature carbon fiber temples paired with temple tips in contrasting colors and a metal plaque featuring the Harley-Davidson Bar logo.

The flat metal fronts are crafted in stainless steel and available in black, gunmetal, and brown in rectangle variations.

INFO: vivagroup.com



WESTGROUPE

Evatik's E-9089 | 55/17-145 | Acetate | Olive Brown, Burgundy Gray, Brown Blue | Men | **INFO:** 855-455-0042, evatik.com; for western U.S., 866-604-5700



OVVO OPTICS

Model Entwine | 62/18-130 | Composite of Surgical Steel and Titanium | Women | Black, White | **INFO:** 855-393-6886, ovvooptics.com



TURA

Ted Baker style B865 | 47/20-145 | Cellulose Acetate | Black, Gray, Emerald Tortoise | Men and Women | **INFO:** 800-242-8872, tura.com

BLAKE WEARS
LINDSAY WEARS