

INVISION[®]

THE
FEEL
GOOD
ISSUE

THE MAGAZINE FOR THE AMERICAN EYECARE PROFESSIONAL | APRIL 2017

PAYING IT FORWARD

THE BIG STORY

ECPs DOING
GOOD
LOCALLY

The Good Word

The power of cause marketing

Power Couple

An America's Finest husband and wife team 'Sees' success

Bill's Big Board

How one South Carolina practice reached sky high sales

Marijuana & Glaucoma

THEY CALL IT 'DOPE'
FOR A REASON

Surfer Tatiana Weston-Webb wears the SMITH Sidney

THE LATEST RELEASES **FRAMES**

STANDING OVATION

\$298

Ty Taylor, lead singer for L.A.-based rhythm and blues band Vintage Trouble (vintagetrouble.com), wears **John Varvatos** model V510 (Bond) at the iconic Kings Theatre in Brooklyn, NY. The band got their start opening for the Rolling Stones; their Australian and European tour begins this month. derigo.us



SPRING HAS SPRUNG

\$560

Take a trip to the tropics in exuberant **Dolce & Gabbana** model DG2170B from their colorful Mambo collection. The frame front is hand-decorated with sparkling Swarovski crystals that will light the way to the beach (or bar). Cuba Libre, por favor! luxottica.com



\$245

SWING TIME

Inspired by Italian swing music, **Smoke x Mirrors** debuts their first optical collection, Swing. Hit the dance floor in oversized, all-acetate model Torero. smokexmirrors.com

IN BLOOM

Light and bright model CCS101.01, from the new **CCS by Coco Song** line, embraces the vivid colors and unique design of the fan-favorite brand, but without the usual decorations. Spring clean to make room for these. area98.it



\$430

SLIM JIM

Exces debuts their first men's collection with lightweight model SlimFit 1. It's super thin, sleek and serious, with stainless steel temples in a subdued color, and is suitable for smaller sizes. eseyewear.com



\$135

AVANT-GARDE

A wearable sculpture, **OXYDO** model O.No 1.1 is part of Safilo's new Atelier division. Inspired by visual art and industrial design, and crafted in Italy, each piece is available in a limited edition. mysafilo.com



\$390



\$225

YOU SPIN ME ROUND

In a vintage round shape, E-9145 from **Evatik** is cooler than your 90s glasses. In fact, you may not be cool enough. In black, matte black grey and tortoise black. evatik.com

**All prices MSRP, except where noted*