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March 20, 2012



S E R E N G E T I P H O T O C H R O M I C L E N S E S	VISIT BOOTH #1015 AT VISION EAST EXPO.
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www.visionmonday.com  

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ALSO NEW

LAUNCHES

Marchon Launches Valentino Eyewear Collection



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characterize the Valentino Eyewear S/S12 collection. It features iconic elements of Valentino style like lace studs. Lace subtly appears on transparent acetate with a hint of color; while metal studs and inserts accent the shape of the lens. The iconic Valentino "V" logo also appears as a functional element or distinctive detail.

Price Guide: \$\$\$\$-\$\$\$\$\$

www.marchon.com

Quick Take: Marchon has launched the brand new Valentino Eyewear collection for women in conjunction with Maria Grazia Chiuri and Pierpaolo Piccioli, the creative directors of the Valentino label.

Wearer: Fans of the iconic label.

Specifics: The initial launch collection includes 16 ophthalmic styles and 27 sunglasses in oversized, curvy silhouettes or sharp architectural shapes that are meant to convey a message of strength.

Selling Points: Valentino Eyewear was designed to blend delicacy with strength, past with present. Vintage shapes, distinctive silhouettes, and striking contrasts

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Cocoons to Debut Photochromic Lenses at Vision Expo

Quick Take: Live Eyewear, a maker of OverRx eyewear, has added polarized photochromic lenses to the company's Cocoons brand. The UV activated polarized Polaré lenses will be available in a choice of gray or amber tints.

Wearer: Sunglass wearers, particularly those with sensitive eyes.

Specifics: Cocoons polarized lenses deliver a consistent level of light transmission as UV intensity fluctuates throughout the course of the day. They lenses are based on the optical grade Polaré lens system that is known for its clarity, durability, polarization efficiency and 100 percent UVA&B

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efficiency and 100 percent UVA&B protection. "The new photochromic gray and amber tints are the ideal addition to our already diverse selection of tints," said Dave Dean, Live Eyewear's vice president of marketing.

Selling Points: Cocoons featuring the new photochromic lens options are available in all six patented frame styles and include a custom neoprene Cocoons case, a large lens cloth and a limited lifetime warranty.

Price Point: \$\$-\$\$\$

www.liveeyewear.com, (800) 834-2563

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SECOND LOOKS

Marcolin Bows Tom Ford Special Edition Optical Collection



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Quick Take: Marcolin has announced the launch of a Tom Ford Special Edition Optical Eyewear Collection.

Specifics: Inspired by the enduring elegance of 1950s eyewear, Ford has created a new frame for women [5257] and a new one for men [5260], both in two colorations, made of the finest quality gold-plated metal with precious water buffalo horn on the front and the temple tips.

Selling Points: These gently retro-influenced frames represent the highest levels of design and fabrication. Subtly luxurious and crafted with meticulous workmanship, the two styles are some of the

most refined ever offered by Tom Ford Eyewear. The women's frame hints at its '50s roots through defined lines at the nose. This is balanced by slender and elegant metal temples embellished with an understated "T," a signature of Tom Ford Eyewear. The women's frame is offered in yellow-gold plated metal with brown and gray striped horn or yellow-gold plated metal with white and gray striped horn. The men's frame has slightly stronger temple proportions and is offered in white gold plated metal with brown and gray striped horn or yellow-gold plated metal with black striped horn. Each frames and its leather case is presented in a luxurious Bakelite box with a soft brown lining. A certificate of authenticity and a special cleansing cream and chamois cloth are provided to care for the water buffalo horn, which may appear slightly different on every frame due to its organic origin.

Price Guide: \$\$\$\$\$

www.marcolin.com

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Zyloware Adds New Stetson Polarized Suns



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100 percent UVA & UVB protection. SU 8205P features an update on the classic aviator frame in a full rim metal front with a double bar bridge and thin, sleek temples. The SU 8207P is a metal frame in a modified rectangular shape with temples that sport a double stripe design detail. The SU 8201P is an aviator style metal frame in a modified rectangular shape with a double bar bridge. The SU 8204P is a full rim, handcrafted zyl in an updated retro design featuring a stylish metal insert with stripe design detailing on the wide zyl temples. Lastly, the SU 8206 features an update on the classic aviator frame in a full rim sheet metal front with a double bar bridge, wrapped sheet metal endpieces and an etched striping detail.

Price Guide: \$\$

www.zyloware.com, (800) 765-3700



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Modo Introduces New Baby Phat Eyewear



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handmade acetates that incorporate giraffe, cheetah and leopard prints. Shapes feature a retro-inspired rectangle in bright multi-laminate colors (243), a soft rectangle with 3-D sculpted detailing (242) and a modern deep square with animal printed temples and unique cat medallion at the hinge (244). Metals feature a petite square semi-rim with openwork patterned temple (245), a large lightweight butterfly with animal print temple tips (246) and a semi-rimless with a 2-tone laser-cut temple design (247). The sun collection includes oversized squares with 3-D cat logo detailing in metal (2073), an oversized thin round with translucent snake printed acetate temples and stud detailing (2074) and a modified aviator with

Quick Take: Modo has presented the new Baby Phat Spring/Summer 2012 Eyewear Collection, inspired by the brand's new tagline "from the runway to the pavement."

Specifics: Six new optical frames and five sunglass models export glamour right from the catwalk models, making it attainable to a broad audience.

Selling Points: The collection is infused with stand-out temple treatments such as textured metal embellishments, metal cut-outs and layers of textures. The color pallet includes double laminate purple with turquoise, pinks, and staple colors like black and brown. The optical styles include

printed acetate temples and stud detailing (2074) and a modified aviator with metallic crocodile temples (2075). A glamorous metal round incorporates the cat medallion and snake pattern temples (2076) while a wayfarer as a bold gold foil pattern at the brow (2072).

Price Guide: \$\$\$

www.modo.com

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McGee Reveals 'Riff' from Argyleculture by Russell Simmons



Quick Take: The McGee Group has added the Riff optical group to the Argyleculture Eyewear by Russell Simmons collection.

Specifics: Two new ophthalmic styles in two color each.

Selling Points: Inspired by the saxophone and trumpet riffs of great jazz songs, the Riff collection offers a modern take on retro with high bridges, European styling and spring hinges for a comfortable fit. The Hubbard is a semi-rimless acetate frame with a modified rectangular eyeshape, metal temple embellishments in an argyle-inspired laser treatment and a semi-rimless metal bridge insert. The Coltrane is a combination frame

[More Images](#)

with a full rim double laminate acetate front and metal temples that highlight their argyle pattern with an epoxy fill. The Coltrane's oversized eyeshape brings a fashionable twist to the frame. Accounts that purchase the entire collection will receive an Argyleculture money clip and optical counter card.

Price Guide: \$\$

www.mcgeegroup.com, (800) 966-2020

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ALSO NEW

Wescan Expands Evatik Sunwear Collection

The Evatik Sunwear line from Wescan boasts an assortment of 18 models with sleek styling and an impeccable fit for today's fashion-conscious male. The E-1014 is a lightweight stainless steel sunglass frame with a triple bridge, while the clean lines on the temples add a subtle hint of color. Colors are available in a matte finish in black silver and brown champagne. All models are available in CR-39 and polarized lenses, with anti-scratch coating, 100 percent UVA and UVB protection as well as a seven-layer backside anti-glare treatment. The innovative cast-in

technology creates a structurally stronger and longer lasting lens.

www.evatik.com

Kaenon Partners with Musician G. Love for 'Special' Frame

Musician G. Love and Kaenon have joined together to introduce a timeless

sunglass that will “put a beat in” wearers’ steps and give them “the vision to do amazing things.” The Special Sauce Burnet sunglass from Kaenon features a classic matte black frame with rich tortoise hues, combined with the brand’s patented SR-91 polarized lenses. www.kaenon.com

Reptile Uncovers Two Wrap Aviator Styles

New to the Reptile family of sunglasses are two aviator wraps with gradient polarized crystal Lenses. The striking sunglasses hit several style buttons while providing the newest in lens design technology. With 99.8 percent polarized efficiency and Reptiles multi-layer TPC-X lens technology, wearers get the best protection and optical performance available in two unisex styles. The Indo, a petite pilot wrap aviator shape for smaller faces and the Terrapin, a large square wrap aviator for full coverage, both are available in gold plated or silver chrome. www.reptilesun.com

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The banner features a light blue background with a white circle on the left. Text on the left reads: "\$191 for \$383 worth of Jones New York Mens frames! Save 50%". A red button with white text says "See This Deal" with a right-pointing arrow. Below the button is the RedTrayDeals.com logo. On the right is a photo of a man wearing glasses, with the RemeyeWear logo and "JONES NEW YORK" text overlaid.

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