

EYE
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Retail Strategies &
Profitable Practices

BUSINESS

PentaVisio

AUGUST 2017

WHITE HOT

OUR **BIG**
REGIONAL
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Tom Ford TF5463
from Marcolin

FYI...

News Bits From the Industry

{ PEOPLE }

Paragon Vision Sciences has appointed *Leah Johnson, O.D., F.A.A.O.*, to the role of director, clinical services. Previously, she was in private practice in Houston, TX.

Shire has announced the appointment of *John Snisarenko* as group vice president and head of ophthalmics, U.S. franchise. Snisarenko replaces *Robert Dempsey*, who has taken a leadership role in Shire's global business.

SPY Optic promoted *Curtis Ellis* from Western sales manager to sales director, relocating him to California to better connect with SPY divisions internally, as well as with key accounts in the Southern California region.

{ BUSINESS UPDATES }

Prevent Blindness has announced a new partner-

ship with **ThinOPTICS**. A portion of the proceeds from each pair of Gregory Burns Collection ThinOPTICS stemless reading glasses sold will be donated to the Prevent Blindness 20/20 at 40 program, which encourages adults to take control of their eye health.

Sports eyewear and helmet manufacturer **Rudy Project** has announced the opening of a new subsidiary in Munich, Germany.

Safilo Group announced an exclusive distribution agreement with **Dr. Mazen Fakeeh C. Healthcare Co.** for Saudi Arabia. Concurrently, the group renews its partnership with **Optitalia Gulf** for independent retail distribution across other countries in the Gulf Cooperation Council.



Safilo's new North American headquarters in Secaucus, NJ

Safilo has relocated its North American headquarters in New Jersey from Parsippany to Secaucus. The new offices provide a customer showroom as well as better proximity to the company's showroom in New York City.

Shamir has announced the elimination of all of its molded product offerings, moving to 100% digital Freeform lenses. The company will now offer only semi-finished single-vision lenses, focusing solely on advanced Freeform designs.

Transitions Optical will



Curtis Ellis, SPY Optic

host its 22nd annual Transitions Academy from Feb. 11-14 in Orlando, FL. To learn how to earn a spot at the invitation-only event, go to eyecarebusiness.com/news.

VSP Global and **ZEISS** have partnered to provide special offerings and expanded choice for doctors and VSP members, including an exclusive rebate on ZEISS lenses. For more information: pathtopremier.com.

WestGroupe has appointed **Spectill** as its new distributor for the FYSH UK, KLiik Denmark, and Superflex brands in South Africa.

ZEISS has renewed its



EB IN LA

From left: De Rigo REM's Nico Roseillier and Mario Lombardo, *Eyecare Business* publisher Mark Durrick, and Jim Sepanek, De Rigo REM's new vice president of sales and marketing, enjoy a day of jazz together at the Hollywood Bowl in Los Angeles.