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Retail Strategies For Profitable Dispensing

BUSINESS

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new directions

Optical Shifts in the 2013 Regional Trend Report



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4. Viva International Group

MODEL: GUESS
style GU 9092
SIZE: 47/16-130
MATERIALS: Plastic and metal
COLORS: Black, brown, and purple
MARKET: Girls
INFO: vivagroup.com

5. Altair

MODEL: Tommy Bahama
style TB5028
Material: Acetate
SIZE: 52 – progressive friendly
COLORS: Black, brown, and plum
INFO: altaireyewear.com



Sharp Sparks

The new Burberry Spark Eyewear collection is part of a campaign curated by Burberry chief creative officer Christopher Bailey that celebrates emerging British music talent including musicians from Coastal Cities, The Night VI, and Broken Hands. To accompany the visuals, the campaign presents three singles from the band featured as the soundtrack to the campaign.

The Burberry Spark eyewear collection for men and women by Luxottica has a metallic color palette inspired by the season's Burberry ready-to-wear and accessories collections, the vibrant energy of summer, and the excitement of music, company representatives say.

The Collection includes two-tone frames and foldable aviator styles for men and rounded cats-eye shapes for women, with mirrored or tonal lenses.

The grouping's color palette for men is black/metallic turquoise, dark indigo blue/metallic blue, black/metallic kelly green, gray/metallic dark nickel, and purple/metallic plum. The color palette for women includes tortoise amber/metallic gold, black/metallic kelly green, black/metallic blue, and nude/metallic nickel.

INFO: burberry.com, luxottica.com

WESTGROUPE

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MODEL: Fysh UK style F-3488
SIZE: 52/16-145
MATERIAL: Stainless steel
COLORS: Blue aqua, wine rose, black, white, and red salmon
MARKET: Women
INFO: westgroupe.com

