

INVISION[®]

THE MAGAZINE FOR THE AMERICAN
EYECARE PROFESSIONAL

JUNE 2016

SPECIAL FEATURE

ON THE ROAD

5 EYECARE
BUSINESSES
THAT SWAP
BRICK AND
MORTAR FOR
MOBILITY

CLIENT HUGGER
AN OPTICIAN
WHO WENT UPSCALE

WEB WIZARDRY
SPIFF UP YOUR SITE
AND BETTER YOUR BLOG

SPORTS IN FOCUS
ACTIVE EYEWEAR
FOR INDOORS AND OUT

THE BIG STORY

TALK TOUGH

YOUR COMPLETE GUIDE TO HANDLING DIFFICULT CONVERSATIONS

FRAMES FROM THE NIKE VISION RUNNING
COLLECTION BY MARCHON



**HOW FIVE
MINUTES A
MONTH CAN
EARN YOU
HUNDREDS OF
SMART IDEAS
PER YEAR.**

Join *INVISION's Brain Squad**, answer our short monthly surveys, and share in the collected wisdom of your fellow eyecare professionals.

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* Open to doctors, owners and top managers at optometry offices and optical shops in the U.S. only

WHAT'S SELLING NOW



We just started carrying **Ted Baker** frames and they're perfect for spring! Beautiful colors with paisley and flowers on the temple pieces make these frames a hot seller for anyone looking to add a pop of color to their spring accessories.
Leslie Boyd, Village Eye Care Optometry, Raleigh, NC

Each issue, *INVISION* surveys ECPs around the country about which vision products are selling best in their stores/practices. Then we calculate the results and share them with you to give you a gauge of front-line sales activity across the United States. To take part, go to invisionmag.com/brainsquad.

Dilem. People love the versatility of the interchangeable temples! **Paula Hornbeck, Eye Candy & Eye Candy Kids, Delafield, WI**

Ray-Bans were totally hot. Especially the unique blue Wayfarers. **Cheryl Charbonneau, Desert Sands Optical, Sun Valley, NV**

Eyes of Faith. We advertise on a billboard and it has a broad range of styles. **Billy Isgett, Eyecare of Florence, Florence, SC**

We've had success with the Princess Grace scarf line of **Gucci**. The colors are fun, bright, yet subtle in their application. **Dan Amyx, Hillmoor Optical, Port St. Lucie, FL**

Casino Eyewear's Fallon from i-dealoptics in both berry and blue sold like crazy. **Kristy Smith, Eyeglass Wearhouse, Reynoldsburg, OH**

Lafont Reedition. People love the throwback, classic styles. **Selina McGee, Precision Vision, Edmond, OK**

Silhouette's new ultra-thin plastics (SPX) for women and men has some excellent new colors. **Kathy Maren, Comb EyeCare & Eyewear, Western Springs, IL**

For women, it was **Lilly Pulitzer** and **Kate Spade**. I am sure all the spring colors they use was very helpful. **Ted McElroy, Vision Source Tifton, Tifton, GA**

Vera Bradley sunglasses. Its summer in the South, tops are down, outside activities have increased, so sunglasses are a necessity. **Deborah McDonald, North Oak Family Eyecare & Optical, Valdosta, GA**

We did well with **Swarovski** and **FYSH UK**. They were new lines for us and are gorgeous. I think my excitement wore off on the patients! **Brandy Patrick, Depoe Eye Center Macon, Warner Robins, GA**



Serengeti Sestriere's comfort and coverage won out in April. **Brian Finley, Island Opticians, Palm Beach, FL**

The **Serengeti** Sestriere transitions from outdoor activities to elegant affairs thanks to its Grilamid TR90 construction, Megol temple tips and nose pads, and classic design. **MSRP: \$169.99**

The **Ted Baker B717** from Tura features a floral print on the inside of the temples. **MSRP: \$195**

Andy Wolf frame 4486. Can't keep it in stock, regardless of color. **James Armstrong, Alberta Eye Care, Portland, OR**

Tuscany. Saw the Porsche rep last month, and he talked us into it. Really nice mid-priced men's metals. **Steve Whitaker, Whitaker Eye Works, Wayne, PA**

Swiss Flex always does well. Because you customize them, clients enjoy being the only kid on the block with them. **Julie Uram, Optical Oasis, Jupiter, FL**

Costa sunglasses. The Rx lenses are amazing. **Jenna Gilbertson, McCulley Optix Gallery, Fargo, ND**

We had a **Theo Eyewear** show. It was our best ever and our second best day in our 18 years. We ran a couple promotions, stuck to social media marketing and gave away a gift card through a local magazine. We sold 20 pieces! **Margot Latham, Ulla Eyewear, Madison, WI**

Charmant **Line Art**. After all these years, it stands alone in design and reputation. **Richard Embry, Englewood Eye Care and Optical, Englewood, FL**

Amphibia. Wrapped, polarized, performance sunglasses and they float in the water! All at a reasonable price. **Chuck Eubanks, Modern Optics, St. Pete Beach, FL**

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