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eyecare

Retail Strategies For Profitable Dispensing

BUSINESS

EyecareBusiness.com



LENSES
Duty to Warn

EQUIPMENT
Surfacing

Which way?

New directions
for buying
groups and
alliances



22 TRANSITIONS OPTICAL

Transitions Vantage lenses

Utilizing new adaptive polarization technology, Transitions Vantage lenses start clear indoors, then darken and increase in polarization outdoors, adapting to changing light conditions and controlling glare.

INFO: transitionsvantage.com



23 VISION-EASE LENS

Continua FSV Safety lenses

These lenses are now available in +3.00 to -6.00 sphere to -2.00 cylinder. Also, the Safety Plus lenses in +2.00 to +3.00 sphere and 0.00 to -.200 cyl now have slightly flatter front curves than previous productions.

INFO: vision-ease.com

24 VIVA INTERNATIONAL GROUP

Harley-Davidson Eyewear

The trendy new prescription-ready sunglasses, including HDX 834, a stainless steel aviator, deliver full UV/UB protection, along with sporty, yet fashionable design elements.

INFO: vivagroup.com

25 WESCAN

FYSH UK F-3466

The F-3466 style has a stainless steel flat metal front with TR-90 temples. This model is available in brown, purple, teal, and black in size 50/17-135.

INFO: fyshuk.com



FRAME BUYERS LEARN & EARN

The Frame Buyer Certificate Program featured 13 hours of ABO-accredited education on topics including frame board mix, pricing, planograms, and visual merchandising. To earn a certificate, ECPs need only attend eight hours on the track, which is sponsored by The Vision Council's Eyewear and Accessories Division along with EB.



The Best Man



Men's looks at work tend to be more simple and formal than women's office eyewear. But subtle detailing and a color palette that pushes beyond black and brown are adding some appropriate spice to the equation.

1. Silhouette Titan Impressions style 7774 is a timeless rimless look.
2. Brushed metal model Avedon from Smith takes a sports brand and makes it office friendly.
3. Jeff Banks style JB028 from FGX International sports a metal texturized detail at the temple.
4. Safilo Boss style 0432's translucent front and carbon fiber temple detail shows a techy style.
5. Kaenon style 601 pushes the double bar bridge to a more creative place with matte coloring and a rejuvenated shape.

NEW TRADITIONS

Eyewear can be a great way to individualize an office wardrobe. By drawing from—and building upon—traditional looks, patients make edgier looks work at work.

1. Updated tortoise colors, such as olive, are a fresh take. Kata style M1.6.
2. The strong retro updated look in a subtle color can make a work-friendly style. ClearVision Izod LX style 406.
3. Best Image Plume style Yves is a traditional shape in decidedly nontraditional colors.
4. The ClubMaster look is updated for a cool new take. Hemingway style H4629 by New York Eye.
5. A eco-friendly frame may look like an everyday style but it bucks tradition in invisible ways. Modo style 212.



A Woman's Work...

Soft and professional, eyewear for women working in the office offers a chance for personalizing the sometimes plain looks of business apparel. Flattering hues, uplifting shapes, jewelry finishes, and a hint of sparkle are a few office-appropriate looks.

1. Wescan Fysh style 3463 features a textured look with a hint of animal print.
2. Vera Bradley from McGee Group style Nina in Happy Snails has a hidden pattern inside the temples for extra fun.
3. Marchon Calvin Klein style CK7294 has a hint of shine on the side.
4. Sydney Love style 3018 from Eye Q flatters in a rosy plum hue.
5. Viva International Group's Rampage style R167 blends colors and materials for a youthful but professional appearance.

