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Optical Prism

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Lenses:
Technology and
Design

Eye on
Fashion:
Jeanne Beker

Vision Expo
East Preview

Looking Ahead 2013

Innovation Drives 2013



The new year is here and so is a collection of amazing new styles, designs and technology in the eyewear industry.

The year 2013 is looking to be one of innovation and advancement with companies launching some of the most progressive eyewear to date.

This issue shares the countless ways the eyewear industry is developing products to meet the varied needs of clients and consumers.

With a greater understanding of what the consumer wants, there has been a greater emphasis placed on personalization and fashion-conscious designs.

One of the best examples of this is the launch of Jeanne Bekers new Signature Collection with WestGroupe. The former fashion host has partnered with the brand to come up with designs and styles that reflect a more knowledgeable and fashion oriented consumer.

This trend is also evident in the latest styles featured in our 2013 Preview feature where colour reigns and individuality is paramount.

It's easy to see from the line of eyewear soon to hit the shelves that there will be a lot of amazing choices and unique styles to chose from no matter what your personal taste.

We are also pleased to share the latest information on the lens industry where more durable, versatile and functional products are being developed with a strong emphasis on technological research and advancement.

Lenses are no longer just for correcting eye conditions, but for improving them to capacities far beyond anything we could have imaged even 10 years ago.

Scientists are now taking into account the heavy use of technology by consumers and the countless hours spent in front of screens such as phones and computers. They are developing products that can adapt to this new lifestyle and make working easier.

We also invite you to visit Optical Prism online where we will be taking you behind-the-scenes of some of the most innovative eye product companies in the world.

We will also be sharing coverage of the industry's most exciting events.

Keep following us on Facebook and Twitter for up-to-the-minute news and photos from around the world.

We hope 2013 is a banner year for the industry and Optical Prism will be there to share it with you.

A handwritten signature in black ink that reads "Sarah".

Sarah McGoldrick
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Eye on *fashion*

by Sarah McGoldrick

Jeanne Beker launches line of eyewear



Fysh F-3481

She has been sitting at the front row of fashion shows for years as the host of Fashion Television. Known for her insightful commentary and the ability to get even the toughest fashion icons to talk, Jeanne Beker knows the style industry inside and out.

This season she is taking her fashion expertise to the next level, launching her own line of eyewear through WestGroup's FYSH UK line simply titled by Jeanne Beker Signature Collection.

This is not the first time Beker has taken on designing and creating her own fashion look. She has also launched clothing lines through former department store Eatons, Sears and more recently The Bay.

Set to launch in January 2013, the Signature Collection features six unique models each with four colour variations. The collection is a 'fashion forward' line of eyewear with a focus on wearability and functionality with of course personal style in mind.

"I got the call out of the blue," Beker told Optical Prism during a phone interview while on her way to

a photo shoot in Toronto. "But they are the obvious accessory. They say so much about who you are."

She says she was instantly drawn to the ideas that were being presented. The line was both fun and upbeat with the ability to carry from daytime to nighttime.

"Eyewear can really ground a look," she says noting many style icons in the past have brought eyewear to the forefront of fashion when eyewear was otherwise thought as something you would avoid at all costs. She notes entertainers such as Buddy Holly and Sophia Loren made eyewear sexy and highly sought after.

Beker notes designers like Yves Saint Laurent made eyewear not only wearable, but fashionable too.

"It became such a signature for him and now we are seeing a real return to wear glasses," she said adding even her own teenagers love the look of vintage frames.

In the past glasses have not always been seen as a traditional fashion accessory, adds Beker, but this has changed significantly over the years as women look for new ways to express themselves beyond clothes.



Top: FYSH 3483-916
Middle: F-3482-977
Bottom: FYSH 3484-625

A portion of proceeds from the purchase of the eyewear are directed towards one of Beker's own personal favourite causes, Dress for Success. The organization provides women with business attire and support when going to job interviews.

"It's all about empowering women through fashion," she says. "Women get the coaching and interview skills they need to get a job."

She adds style can have a transformational quality and Dress for Success helps women present the strength and power they possess inside of them.

She notes how a woman looks gives her a tremendous amount of

confidence whether it is on her body or on her face. The Signature Collection gives women many options to find the right look and the right style.

The team at WestGroupe believed Beker was the perfect face for the new line of eyewear. Her adventurous approach to fashion coupled with her outstanding knowledge of the industry were just two of the many draws.

"Jeanne's fashion icon status and universal appeal made her the perfect person to edit the capsule collection to create the ultimate eyewear wardrobe for today's woman," said Beverly Suliteanu, VP of Product Development for WestGroupe.

"Jeanne embodies the notion of being who you are and letting your individuality shine through, which is exactly what FYSH is all about," said Suliteanu.

This need to express personal style is one of the key design points of the collection. Knowing that women are now using more than shoes and clothes to express their style, FYSH has taken this to a whole new level.

"You can have different frames for different outfits," she says. "There are glasses that offer a sexy secretary look with a lot of femininity as well as glasses that are sophisticated and playful."

Beker adds the eyewear is designed to be enjoyed by all ages as women today are not limited to one look based on age.

"These pieces are very fashion forward," she says adding since she began 'wearing' glasses as a child, she has always made an effort to use them as a way to express her own sense of style.

She notes the pieces in the Signature Collection have been carefully crafted to be worn with business attire, casual wear or a chic outfit.

"Everyone needs the right frames to go with the little back dress or for a weekend at the farm," she says.

Beker says she looks forward to the opportunity to work with WestGroupe in the future and has enjoyed the opportunity to delve deeper into a whole new side of fashion.

"It has been learning about the optical industry and it is something I welcome the chance to learn about in the future."

The line will be available at retailers across Canada. ●