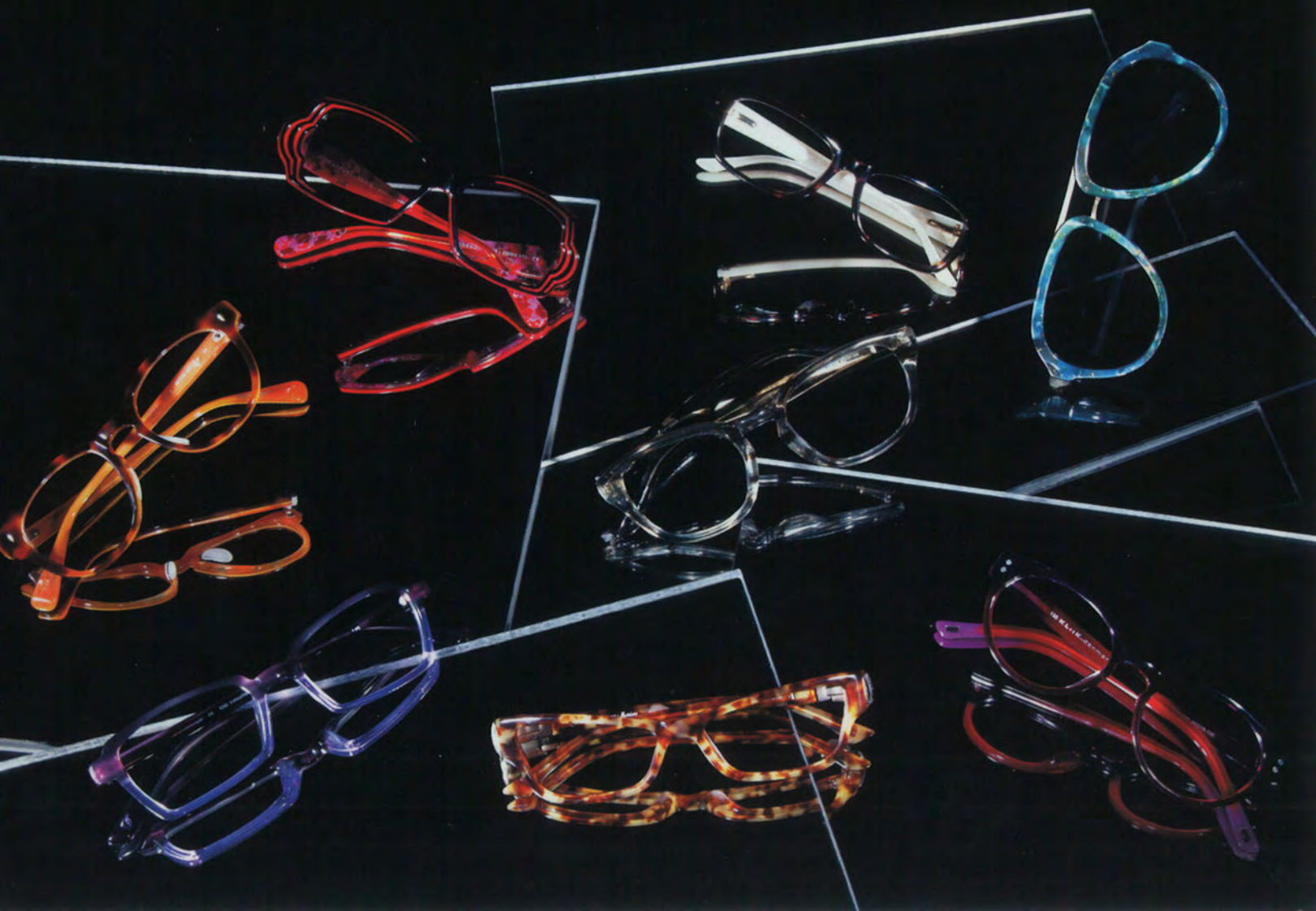


# ACCESS

A C C E S S I B L E L U X U R Y

SUPPLEMENT TO

20/20 VM



# securing FULL access

All well and good knowing what Access Eyewear is, but the key comes from knowing how to deliver the FULL Access experience to your customer. This eyewear is indeed valuable as part of your opti-mix but you need to romance both the product and the experience in order to reap FULL benefits.

—James J. Spina, 20/20 Editor-in-Chief

1

Cost is ALWAYS an object... but... don't make it an objection. Don't make assumptions as to who can or can't afford Accessible Luxury Eyewear. The customer's will to ownership and possession is key to the most access-able sale.

2

Never crowd Access Eyewear. Give it a **place of prominence**. Separate eyewear collections considered as Access Eyewear from the rest and create a distinct area for these collections. Ambiance and luxury at the exact point of purchase is always a positive step.

3

Access Eyewear is **special, personal and prized**. You need to know your customers AND their needs and wants. Inform them and help them make an informed choice that is... special, personal and prized.

4

Access Eyewear is always perfect for that **perfect event of the season**. Women especially love investing in a special pair of frames for a special event. Remind them that they'll be looking at pictures from this celebration for years to come so they will want to look their best.

5

As witnessed by the eyewear in this special edition, Access Eyewear thrives on **identity**. Highlight signature details,

6

Eyewear never functions on frame alone and that is equally important when it comes to Access Eyewear. **Offer quality lens options** to complement frames. AR coatings, cosmetic tints, photochromic lenses and polarization complete a great high-end sale.

7

Stay aware of what's out there from other opti-shop locations. Pick and choose your reps with care and an eye toward some sort of exclusivity.

9

**CHOICE** thrives on multiple options. Develop an array of Access Eyewear collections so your customer never feels limitations.

8

Make sure the eyewear makes a **lasting impression** even as it goes out the door. Instruct patients on the care their new eyewear requires. They may need to polish gold and silver, moisturize wood and avoid extreme temperatures for various materials. And remember that **NO** eyewear should ever be dispensed without a cleaning cloth, a cleaning solution and a special case.

10

Your expertise is as valuable as the premium eyewear you dispense. You understand quality and innovative technology. **Educate** consumers on where the frame was crafted, the tech aspects of the hinges, what makes the material special and so on. Make that which is special accessible.




ruby wonder

KLIİK KL-495 FROM WESTGROUPE

# Accessing Trends

Always remember that the BEST trend is the SPECIFIC trend.  
With a frame in hand give the EXACT trend on demand.

—James J. Spina, 20/20 Editor-in-Chief




## Lafont | Contemporary Contrasts

Black always makes for the richest red and red always takes black to a new and mysterious high. Together these colors make a face stellar and eyes sublime.



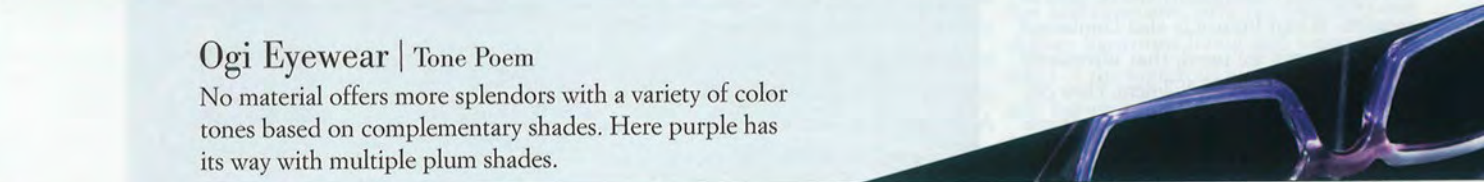
## Match Eyewear | Being in the White Place

White can be tricky frame face coloration but it always makes for the most glamorous temple tone.




## The McGee Group | Rereading the Classics

THIS is certainly NOT your father's aviator. Sky blue takes flight with a zest for zyl.



## Ogi Eyewear | Tone Poem

No material offers more splendors with a variety of color tones based on complementary shades. Here purple has its way with multiple plum shades.



## ProDesign Denmark | Havana Gold

At its color root tortoise thrives on the honey tones that make it most face-friendly so here an inner honey hue holds the wealth of the tortoise outlook. Note too, the adjustably friendly nose pads on this unique zyl style.



## Viva International Group | Smoking Permitted

Gray toned crystal might indeed be the new black when it comes to the rich and frame-ous.



## Viva International Group | Spec-tacular Speckle

The hottest tortoise tone of late is easily the Havana most contrasting in tonations.



## WestGroupe | Depth of Feel

Embrace eyewear able to astound with endless variances of both color AND tactile treasures. This frame has both a sense of sight with its colorations AND touch with its sculpted temples.