

March 2013

eyecare

Retail Strategies For Profitable Dispensing

# BUSINESS

EyecareBusiness.com

PAL  
Primer

Prepping your  
practice for  
sale

## Making a SPLASH

Nautical looks  
in this spring's  
Framebuyer

# Designer's Notebook

# environmental IMPACT

As Aristotle wrote, "In all things of nature there is something of the marvelous." From the surf to the cityscape, eyewear designers glean their inspiration from their surroundings. In this edition of Designers' Notebook, some leading design minds in optical share how they interpret the world around them into eyewear creations.

## SoCAL SPLENDOR

Perhaps it goes without saying that we are inspired by the light of Southern California, the way the ocean can alter color, and the desert's consumption of it. But a deeper inspiration comes from thinking of nature as an expression of human potential and transformation. We have always loved a poem by the 15th-century poet Kabir that reads, "The seed is inside the horse-chestnut tree, and inside the seed there are the horse-chestnut blossoms, and the chestnuts, and the shade." In designing glasses, we always hope to connect a person to this idea; to prompt the journey a little bit; to encourage that seed within to do its work.

*Barbara McReynolds & Gai Gherardi,  
co-designers, I.a.Eyeworks*

## THE RIGHT LIGHT

Natural light has a way of injecting dimension to color. It shapes its shades, captures its many variants. The KLiiK denmark collection welcomes these natural nuances using translucent acetate that transmits color in a soft but dramatic fashion, much like light passed through a prism breaks up into its component colors. Iridescence continues to be an optical phenomenon, a phenomenon that has inspired color choices and design. Light is the most influential element this season.

*Bev Suliteanu, vice president  
product development, WestGroupe*



KLiiK style 485 from WestGroupe



Optical inspirations are growing trees and light's transmission. (L to r) I.a.Eyeworks style Holland and WestGroupe's KLiiK style 484