

VMD VISION MONDAY

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GEOFFREY BEENE
EYEWEAR FOR MEN

**Special Section—Accessible Luxury,
glamour at realistic prices.** — 50

Finding Strength in Numbers

What Do ECP Alliances and Buying Groups
Offer to Build Optical Practices?



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SPECIAL SECTION

ACCESS

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

Fashion innovations and new technologies are not limited to high-end luxury eyewear. The trend of making opulence accessible to more customers continues in these new 2012 offerings.

Compiled and edited by Seth J. Bookey, Contributing Editor

While more hopeful headlines are returning to the economic forecasts for the new year, optical retailers still need to be able to offer eyewear styles that provide glamour as well as realistically available prices. This year's accessible luxury offerings include high-quality materials and striking, fashion-forward looks, with nods to individuality, personality and tradition. Regardless of price point, people still want to find a way to make a style statement and project their character through their eyewear.

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SPECIAL SECTION

VIVA INTERNATIONAL

GUESS by Marciano Eyewear

Bringing Glamour and Daring to Everyday Fashion

GUESS by Marciano, the premium brand extension from GUESS, Inc., follows suit in true GUESS style with apparel and accessories that are on the edge of the fashion forefront. This contemporary fashion-forward collection, designed for the trendsetting woman, is daringly sexy, yet has highly sophisticated style that represents pure glamour in everyday fashion.

The brand's ophthalmic and sunwear collections use the highest quality handmade acetates, genuine Swarovski crystals and exclusive high-end packaging.

GUESS by Marciano Eyewear brings affordable luxury to today's trendsetting woman complementing the perfect special occasion outfit, work wear and evening wear looks. The variety of versatile styles will easily take her from a morning meeting to cocktail hour in style.



GUESS by Marciano features everything from semi-rimless eyewear to light tortoiseshell framefronts, both with sculpted temple; the style on the model adds fun and glamour to the tortoiseshell look with flecks of blue and crystals.

WESCAN

Kliik

Making the Connection Between Perception and Statement



Seeing and being seen is taken to a distinctive new level with Kliik eyewear for men and women. Style is much more than a look—it is a chance to make a statement. Kliik is for consumers who understand the connection between who they are and how they are perceived.

Kliik features youthful styling, contemporary materials and fashion-forward colors, reflecting the brand's modern, urban, ageless look. Inspired by European chic and a passion for redefined geometric shapes, subtle beauty,

and bold confidence, the eyewear features small details, with an unparalleled approach to quality, that make big impressions. Kliik features lightweight but strong stainless steel and enhanced acetate, combining cutting-edge elegance with timeless looks, in single, dual, and multi-colored styles.

It's all about attitude: Kliik's styles for men and women highlight making a personal statement; Kliik 459 (at left) for women pairs a business-like framefront with lightweight TR-90 temples covered in fun and funky colorful acetates—available in brown, blue, aubergine and black.



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