

JUST RELEASED:  
**WESTGROUPE'S  
SUPERFLEX**  
IS KID-TOUGH

**EYEWEAR  
& SUNWEAR:**  
COLORS IN OPTICS  
goes color-crazy  
with CRAYOLA

**LENSES:**  
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Creating the Best Vision

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English Learning  
BY CHRISTOPHER WILSON  
BY PAVE



**FROM THE COVER WESTGROUPE FLEXES WITH NEW STYLES.** Kids can head back to school in style with their choice of eyewear from six new models in WestGroupe's 2012 Back to School Superflex Kids collection. The line includes four styles for boys, one for girls (Style No. SFK 106, shown on top), and one unisex design, all with spring hinges. The unisex model, Style No. SFK 107, is a retro-inspired acetate frame that comes in black crystal (shown on bottom), brown crystal, and purple crystal. And adults are not forgotten, as there are 65 lightweight styles for them to choose from in a wide range of styles. **For more information, contact WestGroupe, distributed by Classique Eyewear at 866-604-5700 or [classique-eyewear.com](http://classique-eyewear.com).**

"Superflex Kids is a funky, on-trend eyewear collection aimed at children, tweens, and teens," said Beverly Suliteanu, Vice President of Product Development. "All models have a sturdy spring hinge and are available in two sizes and three colors. Materials include handmade zyl as well as stainless steel, and the color palette ranges from quiet neutrals to vibrant florescent tones. Whatever the trend is for boys and girls, you will find it in Superflex kids."

▼ **VIVA'S HARLEY-DAVIDSON WALKS ON THE WILD SIDE.** With its Wild Child Eyewear Summer 2012 Collection, Viva's Harley-Davidson® has launched five new motorcycle-inspired styles for boys. Style Nos. HD 407 and HD 408 (shown here) are both handcrafted in acetate, with temples featuring a subtle V-shaped design and tri-colored treatment. Style Nos. HD 433, HD 434, and HD 435 all feature metal fronts and the Harley-Davidson Bar & Shield logo on the inside right tip. **For more information, contact Viva International Group at 800-345-VIVA or [vivagroup.com](http://vivagroup.com).**



**BUSHNELL'S CÉBÉ JUNIOR PLAYS DEFENSE.** Offering kids total eye protection, the Junior line features Cébé 2000 melamine lenses that defend against harmful UV rays and blue light by mimicking skin pigment. The bi-material frames all provide durability from the outside, with grilamid, and soft material on the inside for comfort. The line includes Kanga (shown here), Flipper, and Captain. **For more information, contact Bushnell Performance Optics, Inc. at 800-554-6686 or [bushnell.com](http://bushnell.com).** ▶

