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SELLING
EYEWEAR OVER
BRANDS

GIVING HIGH RX'S
A CHANCE

ECPS LOOK
TO LABS FOR
SUPPORT

REM'S **CONVERSE**
JACK PURCELL

CAREFULLY CRAFTED STYLING WITH A SMILE

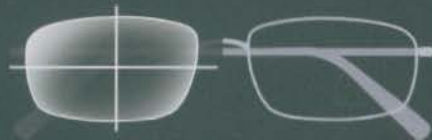
SEIKO

EYEWEAR THAT PERFORMS

See perfect.

Look great.

Seiko Eyewear, the total solution.



SEIKO
FREE-FORM

SEIKO
FRAMES

Continued from page 40

Milena Cavicchioli, vice president of marketing, Luxottica NA, says that the Persol Icons “tap into consumers who relish and appreciate timeless style.” Style No. 3105S was originally designed in 1955 and since then, hasn’t missed a beat.

VANNI (distributed in the U.S. by Design Gallery)

Ethan Goodman, Design Gallery President, and Giovanni Vitlaoni, president, Vanni, share their philosophy on the retro styles from their company: “Vanni designs focus on materials, harmony among shapes, and the power of color.” The Hydra collection embodies this through the use of liquid-water-esque colors inspired by semi-precious stones.

OGI

One element that often doesn’t get its due credit in the retro conversation is texture. Ogi Eyewear takes texture seriously as evidenced by Style No. 4206. “The subtle ornate texture of the precisely inlaid silk is what brings this metal style to the next level,” says Katy Verbrugge, graphic design and marketing, Ogi.

REVOLUTION

Revolution Eyewear brings a retro look to magnetic clip-ons with Style No. Rev740. Gary Martin, chief executive officer, says, “Our

history of creating high-quality products with creative flair is what we are most proud of.”

SAFILO

Safilo marks its 80th anniversary with the Marc Newson Capsule Collection. The designs are based on what the company describes as a historical model, paying homage to the original shapes from Safilo. Luisa Delgado, chief executive officer, Safilo Group, explains that the designer has blended the richness of the past with the present.

TURA

Past meets present in Tura, Inc.’s Legends Collection, with cat-eye shapes, ’90s-inspired, color-blocked metal frames, and flat metals. “While the frames are vintage-inspired, each one is updated to suit the lifestyle of today’s Tura woman,” notes Jennifer Coppel, vice president, brand management.

WESTGROUPE

Nostalgia isn’t just for grownups! WestGroupe’s SuperFlex Kids collection offer retro-inspired designs for the youngest consumers. The square shape, matte finish, and gradient coloring is what gives this frame a touch of cool vintage nostalgia. **vcpn**

Rachel Bozek is a writer and editor who includes the optical field as one of her areas of expertise.

Ogi Eyewear
Style No. 4306



Revolution Eyewear
Style No. Rev740



Safilo Group
Safilo by
Marc Newson
Style No. SMN 005



Tura Inc.
Legends Collection
Style No. R608



Vanni (distributed in
the U.S. by Design
Gallery)
Vanni’s Hydra
Collection
Style No. V3653



WestGroupe
Superflex Kids
Style No. SFK-130



WHERE TO FIND IT

Bellinger House USA, LLC
888-804-9627 • bellinger.dk

ClearVision Optical Co.
800-645-3733 • cvoptical.com

Eastern States Eyewear
800-645-3710 • eseyewear.com

i-dealoptics
800-758-6249 • i-dealoptics.com

l.a.Eyeworks
800-348-3337 • laeyeworks.com

Luxottica
800-422-2020 • luxottica.net

Ogi Eyewear
888-560-1060 • ogieyewear.com

Revolution Eyewear
800-986-0010 • revolutioneyewear.com
Safilo USA
800-631-1188 • safilo.com

Tura Inc.
800-242-8872 • tura.com

Vanni (distributed by Design Gallery)
800-876-3937 • mydesigngallery.com

WestGroupe
800-361-6220 • westgroupe.com



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new product gallery

GUESS WHO HAS RUGGED LOOKS? The GUESS men's fall collection features the current trends of wood-grain textures, a camouflage-inspired color palette, and rugged hardware detailing. Style No. GU 1845, available in light brown (shown here), dark brown, and black/white, is handcrafted in acetate enhanced by a wood-grain effect achieved by a combination of laser engravings and a pressing process on the frame front and temples. **For more information, call Marcolin USA/Viva at 800-537-9265 or marcolin.com.** ▼



▼ **NOUVEAU HAS A FLOWERY TAKE ON FALL.** For its new autumn Phoebe Eyewear line, Nouveau takes inspiration from beautiful, detailed floral patterns. Style No. P260 features a vintage-inspired acetate front in purple (shown here), tortoise, or black with complementing floral appliqué on each temple. **For more information, contact Nouveau Eyewear at 800-292-4342 or nouveaueyewear.com.**



KLIK TAKES A WALK ON THE WILD SIDE. Inspired by the popular animal-print trend, Style No. K-521 from WestGroupe's KLiik: denmark collection features a retro-inspired cat-eye shape and a digital animal print on the front and temples. The stainless-steel style comes in neutral tones of brown and gray (shown here) as well as bold colorways of turquoise and purple. **For more information, contact WestGroupe at 855-455-0042 or kliik.com.** ▼

