

JONATHAN
ADLER DISCUSSES
HIS 'NIFTY'
SUNWEAR

**CARLOS
SANTANA'S ALBUM
ART REPRISE**

BREAKING BAD:
IMPACT-RESISTANT
LENSES

MOREL'S NOMAD
EMBODIES FREE-SPIRITED TRAVEL



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PRODUCT BUZZ

LAUNCHES, PROMOTIONS, MERCHANDISING, EVENTS, AND OTHER THINGS TO KEEP YOU IN THE KNOW

SURVEY SAYS ECPs, do you need more proof to help boost photochromic sales? Research from the inaugural Transitions Adaptive Sunglasses Selection Survey found that nearly nine in 10 consumers (87%) take steps that "disrupt sun protection in order to combat varying light throughout the day." Sixty percent of consumers say they put sunglasses on top of their head to compensate for changing light conditions while more than one-third (38%) admit to going without sunglasses when they need them or switching between sunglasses and regular eyeglasses (32%).
Transitions Optical, Inc., 800.848.1506, essilortransitions.com.



A MOMENT IN TIME Giorgio Armani's 2016 campaign, "Different Eyes. Different Lives," portrays the Frames of Life eyewear collection by capturing the suspense right before an emotional moment, such as a ballet dancer waiting to walk on stage or a filmmaker capturing

ing a live shot of wildlife. The styles for women and men comprise five ophthalmics and six suns. Clean lines with a sophisticated retro look define this distinctive Armani collection. **Luxottica, 800.422.2020, framesoflife.com.**



Kahn. Shot by world-renowned photographer Nagi Sakai at a World Heritage site, the historic home of the late Mexican architect Luis Barragan, the campaign combines contemporary minimalism with a saturated, prismatic color palette. **Marchon Eyewear, 800.645.1300, marchon.com.**

HOLLY RUSH TOOK ON HER NEW ROLE AS CEO OF COSTA, AN ESSILOR GROUP COMPANY, LAST MONTH.



ZYLOWARE AND VISION EASE ROC ATLANTA In an unprecedented collaboration of an eyewear company and ophthalmic lens company, Zyloware and Vision Ease co-hosted the First Retail Optical Circle (ROC 2016) At Atlanta's W Hotel Downtown to 40 retail executives representing 22 multi-location businesses. The three-day meeting, held March 15-17, was expressly built around the informational needs of this retail group, including presentations on market disruption, managed care and staff training. Frank Giammanco, president and CEO of First Vision Media Group, Inc., served as moderator for the event and also presented "The Five Things You Need to Know in 2016," highlighting industry trends.



SET SAIL TO THE SOUTH PACIFIC

From now through June 30, ECPs have multiple opportunities to win an all-expense paid trip to Moorea, Tahiti, through Costa's Waypoint Sweepstakes. ECPs receive a game card for the grand prize drawing when they place a new Rx order, complete training on 3point5.com or participate in promotional efforts at trunk shows and online. **Costa, 800.447.3700, costadelmar.com.**

INNERACTIVE MEDIA WAS NAMED ONE OF THE MICHIGAN 50 COMPANIES TO WATCH FOR IN 2016 AND WAS RECOGNIZED LAST MONTH AT THE 12TH ANNUAL MICHIGAN CELEBRATES SMALL BUSINESS EVENT.

BORDER LINE Sun-drenched Mexico City provides the backdrop to showcase Nine West's spring 2016 sunglass and ophthalmic collections featuring international models Iris Van Berne and Selina

THEY CAN BE HEROES Shot on location in Montreal, Quebec, the new FYSH UK advertising campaign—"The future belongs to the originals"—features the new elegantly sexy sunglass collection as well as the ophthalmics. Depicted in real-life situations, women of the FYSH UK campaign become stylish heroines of their own daily life whether they are going to work or reading a book at home. Each style is an explosion of bold colors, intricate patterns and polished design details. **WestGroupe, 855.455.0042, westgroupe.com.**



DIGITAL WAVE: TECH-DRIVEN, '80S AND '90S INFLUENCES, POWERFUL GRAPHICS, GENDER-NEUTRAL CUSTOMIZATION



Edgelands: NOSTALGIC, DISTRESSED, COZY AND COMFORTABLE, FESTIVAL YOUTH, KEY COLOR IS BUBBLEGUM PINK



ENCOUNTER CULTURE: RAINFOREST, BEACH-TO-BAR STYLING, EXPLORATION, GLOBETROTTING, BRIGHT COLORS



Pause: TIME IS THE ULTIMATE LUXURY, COMFORT THAT INCORPORATES SPORT AND TECH, KEY COLORS ARE WHITE AND GRAY, GOLD



WHERE TO FIND IT: Charmant Group 800.645.2121 • charmant.com/us // ClearVision Optical Co. 800.645.3733 • cvoptical.com // Eastern States Eyewear 800.645.3710 • eseyewear.com // Luxottica 800.422.2020 • luxottica.net // Marchon Eyewear 800.645.1300 • marchon.com // Morel 800.526.8838 • morel.france.com // Ogi Eyewear 888.560.1060 • ogiyewear.com // Selima Optique 212.677.8487 • selimaoptique.com // WestGroup 855.455.0042 • westgroup.com