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# 20/20

## The Art of the Frame

EXCLUSIVE INTERVIEWS  
WITH MCGEE'S MCGEES,  
LISA LOEB, KAENON'S  
HARALD BELKER AND...  
JUSTIN TIMBERLAKE... !!!

It takes a PRO to DESIGN  
a masterpiece like this



**EYEWEAR DESIGNS  
LAUNCHES HELLO KITTY ▶**

Eyewear Designs has signed a multiyear licensing agreement with SANRIO Co., Ltd. for the distribution of Hello Kitty Eyewear, a collection of ophthalmic frames targeting girls. The initial collection, which made its debut in March, consists of three metals and three plastics available in three colors each. Pictured: Hello Kitty 214.

**WESCAN REBRANDS AS WESTGROUPE ▶** Effective March 1, Wescan Optical, a division of WestGroupe, has internationally repositioned as WestGroupe. According to the company, the



worldwide success of its brands, Kliik Denmark, Fysh UK, Evatik and Super flex Kids, inspired

a reevaluation of the company's corporate identity and prompted the global repositioning process. The change also signifies the company's focus on streamlining its position internationally.

**SÄFILO COMPLETES ACQUISITION OF  
POLAROID ▶** Säfilo Group has completed the acquisition of the Polaroid Eyewear business, the iconic 75-year-old brand known for its optics and polarized lens technology.



**ZOOM BECOMES ICU EYEWEAR ▶** Zoom Eyeworks, manufacturer of readers, sunglasses and accessories, is rebranding its entire portfolio of brands under the new umbrella, ICU Eyewear. Additionally, the new master brand and all its subsidiaries, ICU Eyewear, Dr. Dean, Wink, Fisherman Eyewear and Guideline, will be rebranded into distinct lifestyle brands. Beyond the name change, the company is embarking on a total redesign, focusing on new innovation, design collaborations and a greater dedication to social responsibility.



**SPY TEAMS WITH WESTGROUPE ▶** SPY has formed a strategic partnership with WestGroupe, appointing WestGroupe as the distributor of SPY optical and sun products in the independent optical channel throughout Canada. The initial collection, available now, consists of 18 optical styles and 12 sunglasses.

**IVI IN LICENSING AGREEMENT WITH ZEISS ▶** IVI has signed a licensing agreement for Carl Zeiss Vision Sunlens to provide all lenses for IVI sunglasses.

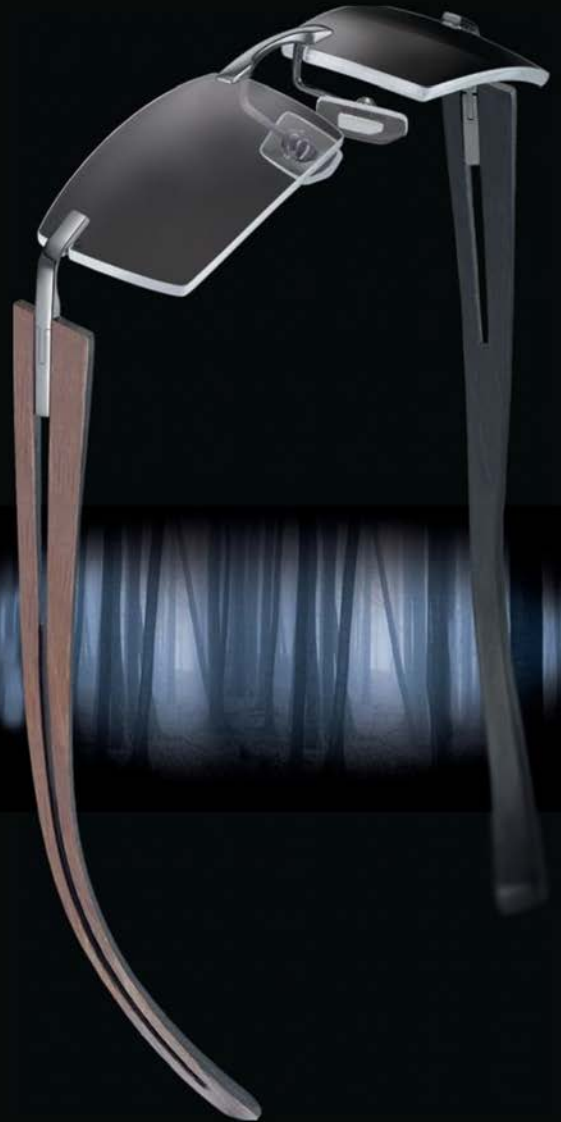
IVI, created through a partnership between skateboard mogul and television star Rob Dyrdek; legendary action sports designer Jerome Mage; and Fox Head CEO Pete Fox, bridges the gap between action sports, street cultures and luxury fashion eyewear.



—GN

LICENSES, LIAISONS & NEW COLLECTIONS

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LUNETTES

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