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# Optical Prism

THE MAGAZINE FOR EYECARE PROFESSIONALS

Chic  
looks from Paris

HOT  
LOOKS  
for winter

COLOUR  
matching

Behind the Scenes at  
Vision Expo West



# preview



## Marciano Eyewear steps into the season with sophistication

The Marciano September 2013 Optical Collection takes its sophisticated feminine signature style and updates it with colourful modern details to reflect the emerging fall season. Featuring metal and acetate frames, transparent temple tips and retro-inspired designs, the Marciano woman is framed perfectly for every occasion.

With modified cat eye silhouettes embellished with sleek detailing, two new designs are sure to attract attention. The GM 199 offers a dramatic definition of glamour with its silky satin metal finishes in gold, burgundy and black. Transparent horn temple tips complement this simple elegant frame in shades of black, burgundy and tortoise, as well as blue and green horn. The GM 201 offers rich jewel tone horn colourations in teal, purple, brown and black throughout the retro rectangular shape. Acetate fronts, double plated

metal temples, and acetate temple tips complete this retro-inspired look for a glamorous finish.

For more information please visit [www.vivagroup.com](http://www.vivagroup.com).

## Izumi flatters in bold colours and striking shapes

Izumi has released a new eyewear collection for the style-conscious consumer. With flattering eye shapes, geometric designs and bold colour combinations on-trend for the season, the line ranges in size from 48 to 54.

Unleashing the cat eye shape in a fresh way with OS-9174, the patterned acetate frame features a ribbed front, adding texture and depth to this stylish vintage inspired frame available in shades of bordeaux cheetah, smoked cheetah and purple cheetah.

Model OS-9175 features unique jagged temples on the semi-rimless frame, making for a standout design, made further fashionable by pairing vibrant two tone colours such as brown aqua, purple lemon

and Bordeaux tangerine. For more information contact WestGroupe at 1-800-361-6220 or visit [www.westgroupe.com](http://www.westgroupe.com).



## Ogi Eyewear builds on success of the Evo-Tec Collection

Four new styles have brought out the feminine flair of not to Ogi Eyewear's Evo-Tec Collection. Originally designed as a modern series for male consumers, Evo-Tec has now expanded to include elegant styles designed for the woman who



# Colouring

Outside The

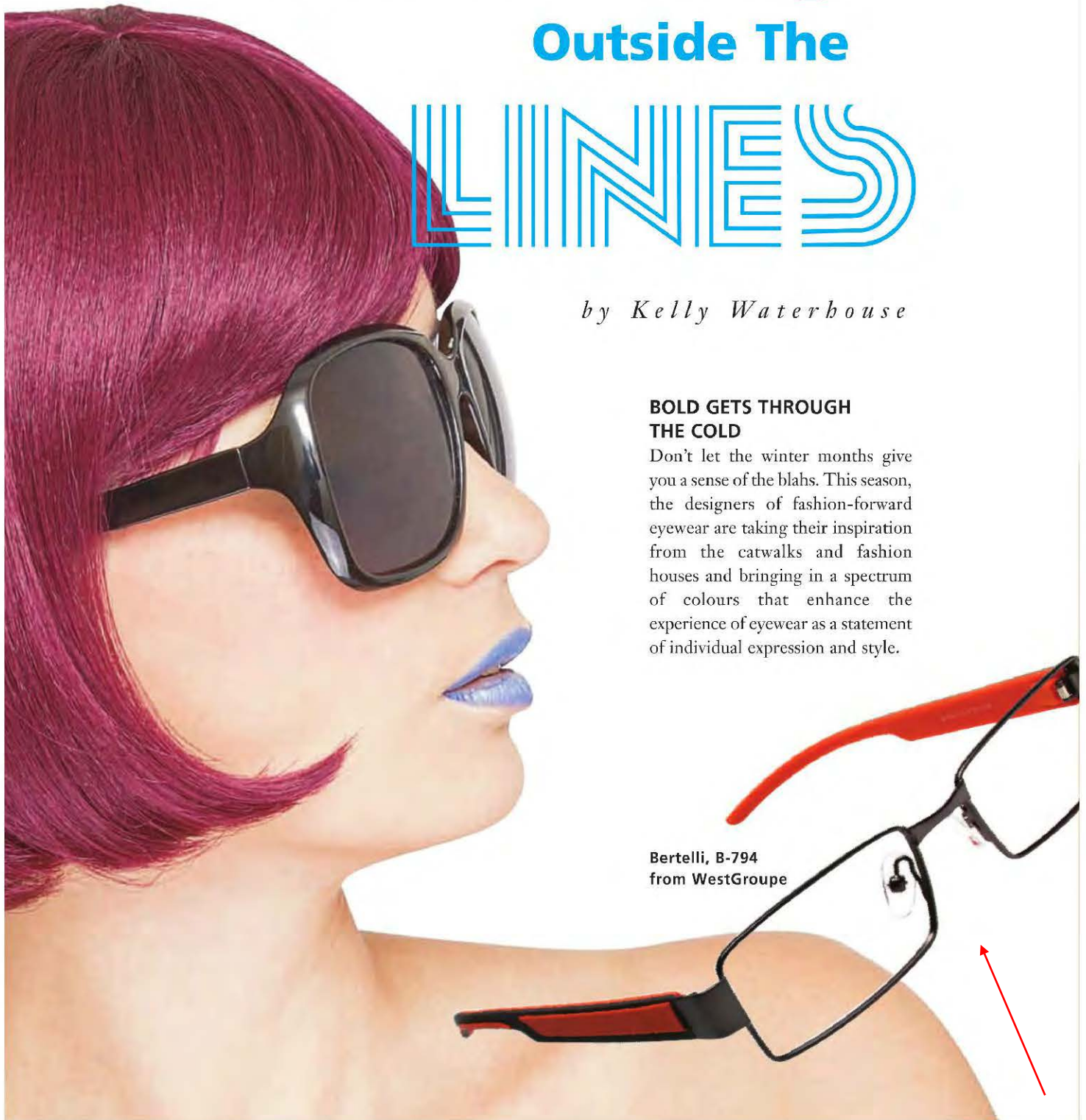
# LINEES

*by Kelly Waterhouse*

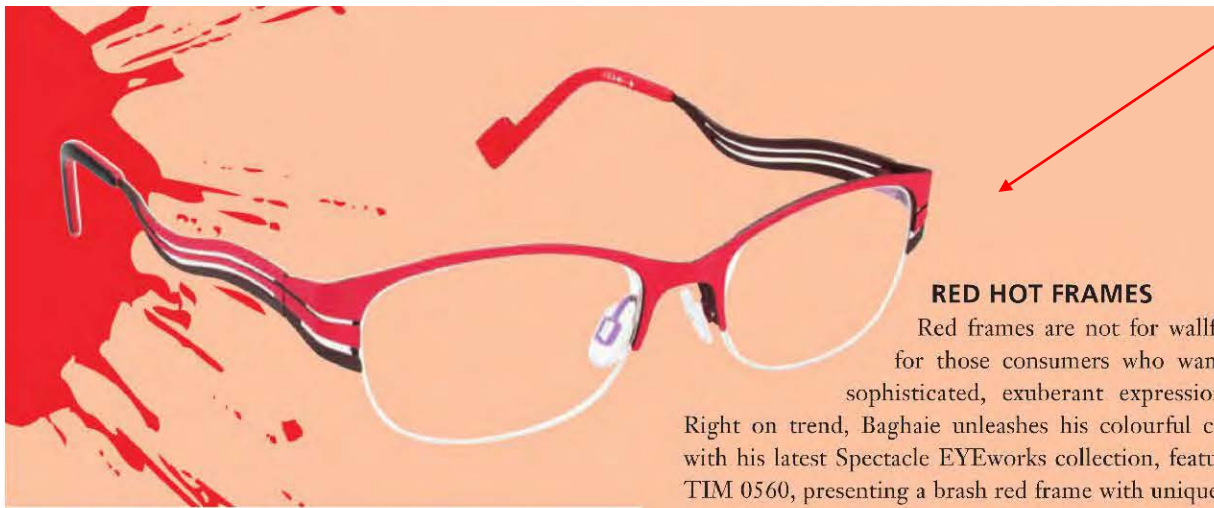
## **BOLD GETS THROUGH THE COLD**

Don't let the winter months give you a sense of the blahs. This season, the designers of fashion-forward eyewear are taking their inspiration from the catwalks and fashion houses and bringing in a spectrum of colours that enhance the experience of eyewear as a statement of individual expression and style.

Bertelli, B-794  
from WestGroupe







### RED HOT FRAMES

Red frames are not for wallflowers, but for those consumers who want to create sophisticated, exuberant expression of style.

Right on trend, Baghaie unleashes his colourful creative side with his latest Spectacle EYEworks collection, featuring model TIM 0560, presenting a brash red frame with unique appeal.

Alternative Eyewear's Glacée collection brings out the red mixed with white in mixed metal frames, for model 6685-C2, while WestGroupe puts a bold face forward in shocks of poppy red with brown with frame OS-9178, part of the Izumi collection and a cherry red flavour in the Fysh collection's F-3500.

"Trends in fashion, particularly color trends, have always had an influence in my design of all of the WestGroupe collections," said Beverley Suliteanu, VP of Product Development for WestGroupe. "Whether it is KliK, Fysh, Bertelli or Superflex, colour is always at the forefront of the design ...The use of color allows consumers to have fun with their frames, to make a statement and help accessorize their wardrobe." ●

Top: OS-9178 from WestGroupe.  
Bottom: TIM 0560 from Spectacle EYEworks.



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