

# Optical Prism

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MIRRORED EYEWEAR**

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THE WEARABLE  
TECHNOLOGY**



## Vision & Voice

iGreen, which is a new product that we distribute in Canada, is producing eyewear with eco-friendly materials and modern equipment. iGreen is defined as environmentally friendly as it produces almost no waste during the production process. They have invested in a clean and environmentally safe production for this collection yielding finished frames, which require less water, and less electrical energy to produce when compared to acetate frames.

**Michael Feigen,**  
Vice-President at Shilling Optical

The Internet, by far. And we've only seen the beginning of it.

**Don Armstrong,**  
owner of i. Frame Inc. Canada

I think the biggest impact is the lenses. When talking about technology, it is the lenses that are evolving rapidly. There's so much innovation behind this!

Frames don't change the eyewear industry that much. But sometimes it's funny how something that's not technical at all, can change a life. A couple of months ago we had an example of this in our Antwerp store. A man came in and he couldn't find

e-commerce. Today only four per cent of eyewear sales are done online, but this is where the consumer (and patient!) is today and where they are going. They want access anywhere, anytime across categories and services. We see the development of online solutions as a necessary tool for doctors to create a closer and more consistent relationship with their patients.

Second, we see wearables changing the conversation. While it's still unclear just how significant this category segment will become, the fusion of technology, form

## WHAT TECHNOLOGY IS HAVING THE BIGGEST IMPACT ON THE EYEWEAR INDUSTRY?

Technology and the Internet certainly play a large role in today's world of eyewear and optometry. From virtual fitting rooms to online purchasing, the consumer now has a plethora of information readily available at their fingertips. Thanks to technology, consumers are now more knowledgeable and aware of what they want and expect from their eyewear than ever before. Marchon has always been at the forefront of technology in eyewear. From launching the first memory metal eyewear in 1988 with the Flexon collection, to collaborating with legendary designer and powerhouse Diane von Furstenberg on the DVF | Made for Glass collection, we understand the importance of embracing technology and feel we have successfully harnessed its ongoing potential to not only serve the optical industry more efficiently, but offer the end consumer the best available product on the market.

**Pierre Bessez,**  
Managing Director Marchon

a solution for his problem. He was a pianist. But he had trouble to see both his score and his piano clearly. All the bifocal lenses couldn't solve his problem. And there we had the perfect solution! We put in near-sighted lenses on top and far-sighted lenses at the bottom.

So maybe it's the expertise and creativity that have the biggest impact, maybe not on the industry itself but definitely on a person's life.

**Miet Vaes,**  
Theo Eyewear PR agent

Polarization technology is getting more and more attention in the eyewear industry, as consumers understand the benefits. This is why all sunglass brands coming from the Swiss Eyewear Group feature ultra-polarized lenses for ultimate vision and protection.

**Jerry Dreifuss,**  
CEO of Swiss Eyewear Group

We see a few trends emerging. First, the accelerated impact of

and function is going mainstream thanks to our partnership with Google Glass. We are excited to be where the opportunity is today and to make these advancements available to the marketplace.

**Holly Rush, President of Luxottica North America**

The evolution of new strong, lightweight materials in the production of eyewear has definitely impacted our industry. Materials including titanium, carbon fiber, TR-90 and ultem enable us to design ultra-light frames that are strong, comfortable and stylish. Another evolution is new techniques for customizing colour and pattern. Digital and 3-D printing are two methods we now use to create unique, 3-D patterns on our temples and fronts.

**Beverly Suliteanu,**  
Vice-President of product development for WestGroupe

