

vcpn
vision care product news



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*What
Inspires
Sunwear
Design*

THE ETERNAL
DEBATE
ON OFFICE LABS

EFFECTIVE
EMAIL
MARKETING
TIPS

OGI EYEWEAR'S

BON VIVANT

COUTURE STYLING FOR THE CREATIVE CONSUMER

YOUR TOTAL OPTICAL PRODUCT RESOURCE

SEIKO

EYEWEAR THAT PERFORMS



SEIKO
FREE-FORM

SEIKO
FRAMES

VISION EXPO EAST
BOOTH LP7303

PRODUCT BUZZ

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



WATCH AND LEARN Featuring a streamlined and enhanced user experience, Essilor of America, Inc.'s relaunched Crizal® website is aimed at educating both ECPs and consumers on the No-Glare lens portfolio. The site showcases the unique benefits of the lens through interactive demos and engaging presentations; an ECP locator is highly visible on all pages. **Essilor of America, Inc., 800-542-5668, crizal.com.**



WESTGROUPE TAKES MIAMI. The new lifestyle campaigns for Westgroupe's KLIK denmark and EVATIK collections—which kicked off at MIDD and will premiere for the North and South American markets at Vision Expo East this month—were shot in unique locations in Miami, FL, to reflect each brand's essence. Both the youthful, relaxed atmosphere of KLIK and modern, masculine

chic of EVATIK have been captured in some "magical" moments. **Westgroupe, 800-361-6220, westgroupe.com.**

CASHING IN. Shamir updates its RCPV® rewards program for three products—Shamir Creation®, Shamir Duo®, and Shamir Glacier Plus™. For Creation and Duo sales, points will no longer be given but sales will continue to count toward the

15-pair minimum. For Glacier Plus: points will be given but sales will not count toward the minimum. **Shamir Insight, Inc., 877-514-8330, rcprwards.com.**

EYECSSORIZE VIDEOS DEMO TIPS AND TRENDS. The Vision Council's Eyecssorize campaign rolled out videos on beauty tips, shopping guidelines, and trends for men featuring spokesperson and style expert Jenn Falik. Product is showcased from 15 members of the Eyewear and Accessories and Sunglass and Reader Divisions. **The Vision Council, eyecssorize.com, 866-826-0290.**

LOYALTY PAYS OFF. C&E Vision launches its Look™ Loyalty Rebate Program, which offers members up to 12% in savings quarterly. Look partners include Aspek Eyewear, DeRigo Vision, Eyewear Designs, REM Eyewear, Ron's Optical, Rudy Project, SPY, and Zeiss Vision Laboratories. C&E Members can keep tabs on rebates in the iBank™ system. **C&E Vision Member Services, 800-346-2626, cevision.com.**

THE BRITISH ARE COMING. To accompany the rollout of new Ted Baker styles, Tura's new marketing campaign and P-O-P materials show off the eyewear on "peel-able" art; there are fruit collages transformed into faces on colorful backgrounds with the tagline: "Keep Your Eyes Peeled—Eyewear With Appeal." **Tura, 800-242-8872, tura.com.**

KIRK & KIRK PARTNERS WITH LUXE-LAB TO DISTRIBUTE ITS VIVARIUM AND SOLARIUM COLLECTIONS IN THE U.S. AND CANADA.

REVO SIGNED PROFESSIONAL CLIMBER AND RENOWNED PHOTOGRAPHER/FILMMAKER JIMMY CHIN AS BRAND AMBASSADOR.



DRAGON ALLIANCE WILL SERVE AS THE OFFICIAL EYEWEAR PARTNER FOR U.S. SKI AND SNOWBOARD ASSOCIATION (USSA) EVENTS, MOST NOTABLY THE SPRINT U.S. GRAND PRIX AND THE USANA INTERNATIONAL CROSS CUP.

EASTERN STATES EYEWEAR HAS BEEN TAPPED AS THE EXCLUSIVE U.S. DISTRIBUTOR FOR ÉTÉ LUNETTES.



RODENSTOCK LENSES ARE NOW AVAILABLE IN THE U.S. THROUGH EGMA LLC'S DISTRIBUTION CENTER IN DALLAS, TX.

NEW



CLEARVISION OPTICAL,
DuraHinge, DH42,
43, 44

Both the PuriTi and DuraHinge lines now include women's styles. PuriTi offers lightweight, hypoallergenic, and anti-corrosive benefits of titanium with jewelry-inspired details in lilac, rose, and gunmetal while DuraHinge boasts strength and comfort with stone accents and marble temples in purple, brown, and gold. 800-645-3733, cvoptical.com, #4521.

SPY, Crosstown, Mulholland
This handmade collection delivers four West Coast-inspired styles: Trancas, a cat eye in acetate, the geometric Mulholland in stainless steel and acetate, the simply shaped Emerson in metal, and the Presidio, a revised aviator. Models are available with the SPY® Happy Lens™ and multiple frame color/lens options. 855-655-8980, spyoptics.com, #4368.

WESTGROUPE, FYSH, F-3529
With a fabric overlay on stainless steel frames and temples that create a holographic 3D effect, this modern, semi-rimless style makes a high-tech fashion statement. It is available in metallic teal, metallic black, metallic purple, and metallic red. 800-361-6220, fysh.com, #3621.



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POTTER



LENNON



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SINCE 1932

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