

| PUTTING THE 'FUN' IN FUNCTIONAL

0

BY VCPN EDITOR ON

PANORAMA

Function and form come first in WestGroupe's Superflex Kids, designed for both fit and, ultimately, for fun. The function comes from their spring hinges for extra durability, comfort and fit. The colors and funky temple detailing make the collection a fun fashion statement for kids of all ages.



198

“ The campaign images highlight the new styles while inspiring kids’ individuality with frames that express their true selves.”

The Superflex Kids 2018 advertising campaign “Express Your Colorful Self!” was inspired by the Hindu Holi festival, a celebration of fun, love and fertility. Just like the Superflex Kids collection, it is all about color. The campaign images highlight the new styles while inspiring kids’ individuality with frames that express their true selves and style.



196

With color as the main theme, Eyes on the Trends “Back to School” comes with a new look and new features. Bamboo pencil crayons evoke adult coloring books and their effect to stimulate creativity. An interactive digital aspect is also new. You can download the HP REVEAL app from the app store to follow WestGroupe and create your own art to share.

“We are thrilled with the new Superflex Kids campaign and Eyes on the Trends,” said WestGroupe chief operating officer, Michael DeBono. “The new materials are a great way to showcase the new kids’ frames in one place. It is also handy for ECPs to have these materials in their waiting rooms as they offer their customers something fun to do while waiting for their appointments.”



195

WestGroupe 855.455.0042 WestGroupe.com