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# 20/20

## DECLARATION OF INDEPENDENTS

GenEYE Embraces OUR Eyewear

Ogi grows  
a Red Rose

THE GENEEVIEW: SELLING OUR EYEWEAR >56 SUNDAY: HAVE SUN FUN >80 L&T LENS SURVEY >82

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# GenEYE

## This is OUR Generation

It's a perfect storm: GenEYE engaging with OUR Eyewear is a meeting of like minds focused on declaring a new way of seeing the world, their world, in a whole new right of passage.

OUR Eyewear is all about the freedom from designer world branding and a move toward the classic and distinct details inherent to eyewear with an optical heritage. This

connection is a perfect opportunity for optical retail aficionados dedicated to independent eyewear vendors. This is a vision of fresh, bold thinking. It takes a certain skill, a distinct passion for eyewear and a commitment that is as startling as the eyewear inherent to the category.

—James J. Spina (with contributions from Christine Yeh)

Photographed by NED MATURA

### Go for it... GenEYE is ready and waiting:

- 1 Consider logos as... **NoGos**. This is a giant branding step as GenEYE embraces individuality.
- 2 No eyewear is more deeply rooted in the fine traditions of classic style than OUR Eyewear. GenEYE adores this sort of **history buffing**.
- 3 GenEYE has **global connections**. So does OUR Eyewear: Italy, France, England, Sweden, Japan... the USA(!?!)... map your success.
- 4 Lots of luxury here but also **pricing at ALL points of interest**.
- 5 **Storytelling**: GenEYE adores a good (and truthful) telling.
- 6 **SunWhere?** Right here, thank you.
- 7 Need a partner on this highly independent venture? Look to **20/20 in print and on all forms of socialEYEzing via 2020mag**.





# CULT CLASSICS

**20/20 INSIGHT:** A surge of bright colors and oversized shapes have been overshadowing some of eyewear's go-to styles and hues. Let's not forget timeless aviator shapes, simple rectangle and square styles, as well as classic metals that still maintain their popularity and ageless appeal. —VG



**L'AMY AMERICA:** Sperry Top-Sider Navarre  
Men searching for a classic rectangle style with subtle details and a striated wood-like finish. **Size:** 54/17 (140) **Pricing:** \$\$\$  
**(800) 243-6350/www.lamyamerica.com**



**COSTA:** Loreto  
Those searching for a laidback, metal aviator style with sport features for outdoor activities. **Size:** Medium **Pricing:** \$\$\$\$  
**(800) 447-3700/www.costadelmar.com**



**WESTGROUPE:** Evatik 9107  
Customers looking for a sporty full-rim frame with a pop of color on the temples. **Size:** 53/17 (145) **Pricing:** \$\$\$\$  
**(855) 455-042/www.westgroupe.com**  
For western states within the U.S., contact **Classique Eyewear**  
**(866) 604-5700/www.classique-eyewear.com**



**ZYLOWARE:** Stetson Off Road 5042  
Those in search of a classic metal semi-rimless style with technological features that aid in a comfortable fit. **Size:** 51/18 (140) **Pricing:** \$\$  
**(844) 995-6226/www.zyloware.com**

## CLARITI EYEWEAR:

### AirMag A6320

Customers looking for a classic aviator style with the option of a polarized magnetic sun clip.

**Size:** 54/14 (138) **Pricing:** \$\$\$

**(800) 372-6372/  
www.claritieyewear.com**

