

**FRAMES**  
Sports Eyewear

**CATEGORY FOCUS**  
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**BENCHMARKS**  
Sunwear Ads

**+ DESIGNING OPTICIANS** / Meet 5 pros  
who create original eyewear looks

# INVISION®

**APRIL 2015**  
The Magazine for the  
American Eyecare  
Professional

**mission:**  
**inspirational!**

**40+ MOTIVATIONAL TIPS** THAT WILL  
CHANGE THE WAY YOUR TEAM FEELS  
ABOUT COMING TO WORK EVERY DAY



# THE LATEST RELEASES FRAMES



**\$275**

### STAR TURN

Who's that behind these new **FLEXON** sunglasses? Eddie Redmayne sports model FS-5000, a decidedly different eyewear look than the one he wore in his Oscar-winning role as Stephen Hawking in *The Theory of Everything*. Memory metal pairs with PolarRepel lenses developed in collaboration with Zeiss. [marchon.com](http://marchon.com)



**\$130**

### CLASSIC CUT

Model T-Bone from the new **ARGYLECULTURE** sun collection is a modern riff on a 1970s-style aviator in a matte titanium and aluminum frame. In gold (shown) or black, with integrated spring hinges and adjustable nose pads for a smooth fit. [mcgeegroup.com](http://mcgeegroup.com)



**\$410**

### GLASS ACT

Made in a limited edition of 600 from **RYE&LYE**, model Torcello — one of three frames in the Venice to Wear collection — has lovely Murano glass inserts on its temples. A treasure chest-like case and matching pendant make this refined frame highly gift-worthy. [rye-lye.com](http://rye-lye.com)

### ENDLESS OPTIONS

The Titan Contour collection from **SILHOUETTE** allows your customers to choose from among eight rimless models, eight colors (from bold Ruby Red to more muted hues) and eight lens shapes for near-limitless and ultra-lightweight possibilities. [silhouette.com](http://silhouette.com)



Price on request

### LOOK SHARP

The classic intellectual shapes continue to delight, and model Ace (Style 8657) from **BEVEL** is a great little round unisex frame in cool colorways, like burgundy with dark blue. It's a pairing that's subtle and good for those who seek a change of scene. [bevelspecs.com](http://bevelspecs.com)



**\$499**



**\$159**

### SULTRY SHADES

The Marilyn model from **BOBBI BROWN** is an acetate sunglass sure to bring a warm glow to the woman who wears it. One of seven optical frames and five sunglasses in the makeup legend's spring-summer 2015 portfolio. [bobbibrowneyewear.com](http://bobbibrowneyewear.com)



**\$90**

### COLOR LINES

Model E-9107 from **EVATIK** uses bold accent colors along the temples for an updated look. The stainless steel frame is available in navy/orange (shown), gray/yellow or black/blue. [westgroupe.com](http://westgroupe.com) (East Coast) or [classique-eyewear.com](http://classique-eyewear.com) (West Coast)

*\*All prices MSRP, except where noted.*