

EYECARE

Retail Strategies &
Profitable Practices

BUSINESS

PentaVision

NOVEMBER 2017

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MOVE**

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reveals the next
step to *EB*



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Lenses
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frame introductions

EYEWEAR ADDITIONS AND LINE EXTENSIONS



↑ EDGY APPEAL

Tommy Hilfiger presents the third special-edition TommyX-Gigi style, a sunglass for Fall 2017 from Safilo.

Designed in collaboration with international supermodel and global brand ambassador Gigi Hadid (pictured), the new TH GIGI HADID 3/S sunglass is inspired by the '90s, aiming to embody a rebellious aesthetic with a lightweight gold metal frame, a flat oval-shaped front with studs, and a denim-effect on the temple tips for rock 'n' roll edge. Temples also feature the signature Tommy Hilfiger ribbon detail insert and a laser-engraved Gigi Hadid logo. The style is available with silver mirrored or brown lenses.

The new TommyXGigi sunglass style premiered at the Fall 2017 TOMMYNOW runway show in London in September.

Suggested retail pricing is \$140.

INFO: 800-631-1188, MYSAFILO.COM

↓ MODERN INTERPRETATIONS

KLiiK denmark unveils its Fall 2017 Collection from WestGroupe, offering innovative Scandinavian-inspired optical styles for men and women.

Some of the standout features of this season's release (styles K-592, K-593, K-594, K-595, K-599, and K-600) include a vivid color palette, laser-cut detailing, and unique combinations of patterns and materials for a vast, easy-to-wear appeal.

Pictured is model K-600, a modern interpretation of classic retro styling, featuring custom lamination with opaque acetate and a color-coordinated metal bridge. Pictured in Cobalt/Turquoise, the vibrant style is also available in Raspberry/Pink, Black/White, and Brown/Cream.

Suggested retail pricing is \$215.

INFO: 855-455-0042, WESTGROUPE.COM



ALTERNATIVE EYEWEAR

Vue Global Fit | V953 | Acetate | 55/18-145 | Black, Tortoise | Unisex

INFO: 888-399-7742, ALTERNATIVEEYES.COM



SILHOUETTE

adidas Sport eyewear | Beyondr | SPX | 55/17-135 | Red Havanna, Turquoise, Brown Havanna, Crystal Gray, Black Matte, Black Shiny | Women

INFO: 800-223-0180, SILHOUETTE.COM



CLARITI EYEWEAR

Smart | S2813 | Acetate | 49/15-127 | Rose, Purple, Burgundy | Kids

INFO: 800-372-6372, CLARITIEYEWEAR.COM