

EYECARE BUSINESS

Retail Strategies & Profitable Practices

PentaVision

SEPTEMBER 2017

YOUR BEST WEBSITE, EVER

67 LUSCIOUS NEW SPECS

THE **BIG** VEGAS SHOW GUIDE

FALL FASHION

URBAN EDGE

+ THE WILD, WILD WEB

9 SMART WAYS TO COMPETE WITH ONLINE RX EYEWEAR SALES

John Varvatos V372 + Police Wonder 2 SPL 499 sunglass, both from DeRigo REM

↓ **CLEAN + COSMOPOLITAN**

EVATIK launches two new optical styles from WestGroupe, featuring unique textures and luxurious details while highlighting the brand's iconic clean design.

Models E-9148 and E-9149 feature quality materials and modern colors for men with sophisticated style.

A laser treatment on the front and temples of acetate style E-9149 creates a brushed, textured finish. The style also features a custom-designed rivet hinge and metal end cap for a modern-meets-retro look.

Pictured in Olive Stripe, the style is also available in Gray Stripe or Black. Model E-9148 (available in Blue, Black, and Olive Tort) offers a rectangular front with a flat metal brow.

Suggested retail pricing is \$225.

INFO: 855-455-0042, WESTGROUPE.COM

VISION EXPO WEST BOOTH: 17019



↑ **EFFORTLESS EDGE**

Philippe V presents the Black Shadow collection, combining matte Black acetate and Black rhodium plating—a new and unique fabrication method developed by the brand.

“With our innovative designs and exclusive fabrication approach, the Black Shadow collection will keep its individualism amongst conformity and will navigate through the influences of mass society,” notes Philippe Vergez, the brand’s founder as well as its creative director.

The Black Shadow colorway is offered via five Philippe V styles (pictured is style N9), featuring Essilor Sun Solutions computer lenses. The durable, anti-scratch, blue-light-filtering lenses are quartz treated and offer eight layers of anti-reflective coating, as well as oleophobic treatment on both sides.

Suggested retail pricing is \$290 to \$370.

INFO: 310-944-5674, PHILIPPEV.COM

VISION EXPO WEST BOOTH: G21026



PLAN B EYEWEAR

Nano Vista | CREW NAO571344 | Siliflex | 44/16-127 | Crystal/Glowing Green, Blue/Glowing Blue, Matte Black/Glowing Orange | Unisex

INFO: 888-399-7742, ALTERNATIVEEYES.COM

VISION EXPO WEST BOOTH: G23031



XAVIER GARCIA

Coco | Metal | 50/19-135 | Pictured in C.01 | Women

INFO: INFO@XAVIERGARCIA.DESIGN, XAVIERGARCIA.DESIGN/EN/

VISION EXPO WEST BOOTH: THE SUITES



VUARNET

Vuarnet Ice | Performance Nylon, Mineral Glass Lenses | 51/18-128 | Black, Brown Gradient Transparent/Blue, Gradient Transparent/Black | Unisex

INFO: 914-495-3701, VUARNET.COM

VISION EXPO WEST BOOTH: THE SUITES