

2017 April

eyes

a RIMS MEDIA

magazine for all optical retailers



Fashion:

Autumn/Winter Trends 2017/18

Essential Equipment:

Practice Necessities

Lenses: Digital Demos

JAEGER

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EYEWEAR THAT CLICKS
Any frame, any colour polarised!

Accessorise any glasses old or new!
Bespoke - Sunlenses - Polarised - Lightweight - Easy to wear.

Mainline Optical Connections'

magnetic Chemistrie bespoke option can be added to virtually any frame or lens type at the point of sale or retrospectively. The lens layering system goes beyond the everyday clip-on offering polarised lenses in 24 colours, reader lenses, blue light blocking lenses all made to a high ophthalmic standard. If you are interested in becoming a Chemistrie supplier send Mainline a fully glazed frame and they will supply a Chemistrie for you to demonstrate in store to your customers.



OGI Eyewear's Innotec model Sawyer is a fashion-forward and ultra-light pair of optical frames. With an extremely durable construction of TR-90 surgical plastic and sleek metal silhouette rings, the Sawyer revolutionizes modern style. The soft angles of the unisex frame are flattering to an assortment of face shapes. Available in tortoise, burgundy, grey, and navy.



De Rigo UK is offering its customers a new promotion for dunhill eyewear this Spring. Purchase 20 dunhill frames (sunglass or optical) before 28th April and you will receive six dunhill Fragrance Gift Sets free of charge. You will also be entered in to a prize draw to win a pair of tickets to the Goodwood: Festival of Speed! For all online orders for this promotion please add 'DUNHILLSRING' into the notes of the order.



Westgroupe/Ridgeway Optical Capitalizing on the growing popularity of mixed material frames, Kliik model K-580 is fun, flirty and innovative. The rich two-tone colour blocking on the acetate front is achieved by a new patented process that raises the second layer of acetate to the forefront for a clean, interesting look. The glossy two-tone stainless steel temples are colourful and unique and complement the modified square silhouette. It is available in indigo violet, burgundy blue, teal berry and black crystal.



Mondottica's Pepe Jean's latest range uses unexpected interplays of colour at the heart of the women's collection. MYLA PJ3284 is a triple layered acetate model with bold pops of internal vibrancy. Its modern, deep lens shape is enhanced with a dropped bridge and colour accents of acidic yellow, deep blue, aqua green and rich purple, ensure that the preppy style sparkles brightly.

