

SEP / 12
WWW.2020MAG.COM



FACEBOOK.COM/
2020MAG

TWITTER.COM/
2020MAG

20/20

OPportunity

OUR EYEWEAR IS
IMPACTING OPTICAL
IN A GLOBAL WAY

MARCHONYC is in touch
with the hottest message in
eyewear as global branding
sets the scene for Eyewear with
an Eyewear Brand heritage.



OPportunity

Semi Signal

The semi-rimless style is soaring back to popularity, and it makes best style sense dominated by rich, brushed metal textures.

KLIK DENMARK 475
from WestGroupe



MATTERS

TRENDS

COLOR BLOCKING
A fashion favorite, color blocking—a monochromatic frame front fused with sharply contrasting temples—adds modern flair to vintage styling.



7 THE MCGEE GROUP: ARGYLECULTURE BY RUSSELL SIMMONS IMPROVISATION MOBLEY

Target Customer: Men 25 and older who like sophisticated, understated design and the modern American lifestyle **Material:** Plastic **Size:** 54/19 (145) **Special Features:** Metal temple decor; argyle patterned temple tips **Pricing:** \$\$
(800) 966-2020/www.mcgeegroup.com

8 WESTGROUPE: KLIK DENMARK 472

Target Customer: Women who want dynamic, statement-making style **Material:** Plastic **Size:** 49/17 (135) **Pricing:** \$\$\$
(800) 361-6220/www.kliik.com

9 MOREL: KOALI BAMBOO COLLECTION

Target Customer: Individuals who appreciate simplicity combined with originality; progressive lens friendly **Materials:** Plastic with metal decor on temples **Special Features:** Three-style collection, offered in three colors each; the temple ornamentation is inspired by bamboo constructed from metal; wide nose pads provide a universal fit **Pricing:** \$\$\$\$
(800) 526-8838/www.morel-france.com

10 VIVA INTERNATIONAL GROUP: GANT BY MICHAEL BASTIAN ALLIE

Target Customer: Women who like vintage styling with a modern edge **Material:** Plastic **Size:** 52/14 (135) **Pricing:** \$\$\$
(800) 345-VIVA/www.vivagroup.com

11 CHARMANT GROUP: PUMA 15373

Target Customer: Men who want a mix of fashion trends, street attitude and athletic-inspired accents **Material:** Memory metal **Size:** 53/16 (140) **Special Feature:** Rubber temple tips **Pricing:** \$\$\$
(800) 645-2121/www.charmant.com/us

12 REVOLUTION EYEWEAR: TRUE RELIGION RICKY

Target Customer: Individuals seeking strong shapes and striking details **Material:** Plastic with metal temple decor **Size:** 52/16 (140) **Pricing:** \$\$\$
(800) 986-0010/www.revolutioneyewear.com

TRENDS

BOHEMIAN CHIC MEETS VINTAGE VIBE

Inspired by the immensely popular jeans brand and culture, this True Religion style exudes attitude—from its bold design and intensely rich colorations to the intricate metal accents woven into the temples.

