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Our Eyewear
Their Eyewear
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EYEWEAR'S INCREDIBLE HERITAGE JOINS WITH
BRANDING'S POWERFUL PRESENCE IN A COMBINATION
OF OPPORTUNITIES FACING YOU... AND YOURS.

CLEARVISION: JESSICA MCCLINTOCK FOR GIRLS

GIRLS GONE PLAYFUL

As part of its 2012 Kids' presentation, ClearVision Optical releases a redesigned Jessica McClintock for Girls collection. All grown-up, the brand has a new, playful attitude and a more colorful palette, featuring bright candy hues of juicy pinks and saturated blues and purples. Sparkly pop icons—hearts, butterflies and flowers—and glitter and crystal accents reflect the current trends in girls' clothing, while adding dimension to the line. Other revamped ClearVision kids' brands include Digit featured on p. 100 and IZOD Boys and Op Kids highlighted in July.

PHILOSOPHY: "ClearVision's 2012 Kids' Collection has a look that suits the personal style of today's kids. Forecasting sites and the most accurate data were used to reinforce our design strategy and determine the biggest trends for kids," says Pam Elfreich, ClearVision's Kids' brand manager.

MARKETING: Merchandising materials include counter cards, a kids' banner, brand identifiers and a Kids Biz Training video series. Additional brand specific materials will also be available.

PRICE POINT: \$\$\$. For additional information, contact ClearVision Optical, (800) 645-3733; website: www.cvoptical.com



JESSICA MCCLINTOCK FOR GIRLS 418

TIP: Today's evolving kids want fashionable eyewear that emulates teen looks, but is still colorful and playful.

CLASSIQUE & WESTGROUPE: SUPERFLEX KIDS

BACK TO SCHOOL IN STYLE

Classique Eyewear and WestGroupe introduce their 2012 Superflex Kids collection consisting of four boys' styles, one girls' frame and one unisex design. Frames are made of stainless steel and handmade zyl, and all feature spring hinges for added durability, comfort and fit. Shapes are variations on rectangles. Key colors include brown/fuchsia, pink/aqua and purple/blue for girls; black, brown, charcoal and navy for boys, and combinations of crystal with black, brown or purple for the unisex design. Frames range in size from 43 mm to 47 mm.

PHILOSOPHY: "Our objective with Superflex Kids is to make kids want to wear their glasses. This collection takes its styling cues from what is hot in the adult eyewear world. Whether it's retro cool, sleek and sporty, or fun and sassy, Superflex Kids has the look today's youth is searching for," says Craig Glasser, Classique Eyewear CEO. "Moreover although style is the most important element to kids, quality and price are important to Mom and Dad. This collection will make both kids and their parents happy."

MARKETING: A double-sided counter card and double-sided banner are available. Each frame comes with a two-year warranty.

PRICE POINT: \$\$\$. For additional information, contact Classique Eyewear, (866) 604-5700; website: www.classique-eyewear.com; or contact WestGroupe, (855) 455-0042; website: www.westgroupe.com



From top:
SUPERFLEX KIDS
108, 106, 107
in black & 107
in purple

TIP: Even kids who don't need glasses will want to wear Superflex styles because they are so cool, Classique Eyewear says.