

SPECIAL REPORT

The Ultimate Accessory

This is a joint editorial initiative of *Vision Monday* and *20/20 Magazine*, sponsored by A&A Optical, Altair Eyewear, REM Eyewear and Viva International Group.



Eyewear Completes the Fashion Look

Quality design and high-tech features make brand-name eyewear a must have for consumers

American consumers enjoy many freedoms, and that includes expressing individual style through accessories, a trend that is continuing. High-end designers know what high-end consumers want—quality design, distinctive styling and well-constructed frames. Today's ophthalmic and sunwear offerings offer new looks and materials that update classic American eyewear styles with a sense of fun. Consumers want eyewear that functions as

well as it looks, while complimenting the rest of their wardrobe choices. Women will find updated colors that flatter and get attention. Male clients can find everything from classic tortoiseshells to motorcycle sunwear. Even girls and tweens will find a fusion of tradition and fun.

Vision Monday and *20/20 Magazine* have always supported the influence of eyewear as a valuable fashion accessory that reflects the mood

and fashion needs of consumers—and one consumer might have more than one look in mind for themselves. Brand designers understand that styles need to appeal to a variety of people and they create designs that reflect this freedom of choice. Whether it's looking ready for a special occasion, or looking sophisticated in their daily lives, eyewear meets our many moods.

Seth J. Bookey, Contributing Editor

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Tween style TO3470 (top) delivers bright sea-inspired colors to tweens with petite faces; the RO3580 (bottom) brings the beach to tortoiseshell frames, with transparent turquoise and triple-laminate material, with a metal design accenting the hinge.

Ready for Summer Fun

A&A OPTICAL ROXY EYEWEAR

Roxy is boardshorts and bikinis, surfboards and sandals, styles and smiles—everything girls need for summer fun. Roxy, a leading action sports-fashion apparel brand, now lets Roxy girls finish off the Roxy look with eyewear. Roxy Eyewear features graphic variations of the iconic Roxy signature—playful colors and contemporary details in trend setting shapes.

Fun, vibrant and alive, acetate style RO3580 is bold in color and personality, with an elongated oval shape and a mixture of translucent and opaque accents. A tween style, TO3470 offers a palette of exuberant colors and artistic panache. The on-trend, translucent, acetate frame is available in black, with watercolor-inspired graduated temples in white, teal and blue. The purple frame fuses deep plum, magenta and royal blue.

Each Roxy frame ships with a collapsible eyewear logo case and microfiber logo bag.

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Incorporating the Unexpected

ALTAIR EYEWEAR ANNE KLEIN

The Anne Klein Eyewear Collection by Altair debuts 18 optical styles and eight sunwear styles this season. Each style transforms the dedicated Anne Klein customer from the way they live, work and play.

The collection revitalizes classic styling by taking a new approach and incorporating unexpected details. From emphasizing the iconic Anne Klein Leo logo on polished hardware to dual and triple laminate zyls that reveal the signature pattern of the mane, Anne Klein Eyewear is eternally sophisticated and a staple wardrobe item that evolves over time for each Anne Klein generation to come, reflecting the brand's philosophy, "Fashion is not Revolution but Evolution."

Anne Klein merchandising materials include a one-piece frame highlighter/mirror, three- and 12-piece countertop displays, posters, counter cards and window clings. The frames and sunglasses come with a brown case.



Read any good looks lately? Tortoiseshell designs get new spins from Anne Klein, featuring the brand's logo on thick acetate temples on both ophthalmic (l) and sunwear (r) styles, with eye catching triple-laminate framefronts on the ophthalmic styles. Metallic details also flatter the hinge areas on both styles.

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The Tumi Bolte sunwear style shown here (top) puts a blue spin on traditional tortoiseshell framefronts and temple tips; the Bolte ophthalmic style (bottom) feature's the distinctive Tumi ballistic pattern throughout the frame.

Connecting Construction and Design

REM EYEWEAR TUMI

Incorporating 25 years of breakthroughs in development, design and engineering, the Tumi Eyewear Collection from REM offers contemporary, sophisticated styling, reflecting Tumi's iconic style and innovation. Tumi customers are affluent, intelligent, sophisticated, world travelers who demand design excellence, technical innovation and world-class customer service.

The new Tumi Sun Collection collection is built with equal parts passion and purpose. Lens manufacturer Carl Zeiss Vision has developed TUMI ZR3, a polarized CR-39 lens exclusively for this collection, offering superior visual performance, sun protection and glare reduction.

Inspired by the beauty and strength of the Bolte Bridge in Melbourne, Australia, the Bolte frame is a grown-up wayfarer for the ageless traveler. With the trademark Tumi ballistic pattern applied by acid etching to the temples and bridge, the frame offers style and luxury in one fell swoop.

Sporting Rich Traditions

VIVA INTERNATIONAL GROUP GANT EYEWEAR

Gant is a premium lifestyle brand, with an American sportswear heritage, offering contemporary high-quality casual wear and a European touch that is colorful, crisp and elegant. The company's values are based on its authentic American East Coast heritage, dating back to its inception in New Haven, Conn., in 1949.

Gant Eyewear reflects this timeless American tradition with a men's collection that ranges from modern vintage-inspired silhouettes to updated colorations and trend-driven details. Features include rich, handmade acetate temples, spring hinges and classic horn colorations in amber and brown as well as shades of satin black, brown and gunmetal. Classic silhouettes define the Gant Eyewear collection for women infused with rich gradient color finishes. Duotone temples are a highlight among the collection, featuring soft marbled color combinations in shades of purple, brown and olive.



Gant eyewear for men puts a new spin on classic looks. The Alister (top) pairs distinctive thick temples with thin metal framefronts; the Maxwell sunwear style (l) features oversized eyeshapes with vintage tortoiseshell styling.

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New ophthalmic styles for women (above) feature temples with the Guess logo and two-tone animal print designs that compliment the double-laminate framefronts; new sunwear styles (r) sport classic lines for men and women with oversized shapes for maximum protection from the sun.



Walking on the Wild Side

VIVA INTERNATIONAL GROUP **GUESS EYEWEAR**

Established in 1981, Guess began as a jeans company and has since successfully grown into a global lifestyle brand. Today, Guess designs, markets and distributes full collections of apparel for women, men and children, as well as accessories. Throughout the years, the Guess image has been portrayed in unforgettable, innovative campaigns that have made the brand among the most recognized in the world.

This season, Guess Eyewear launches a dynamic Spring 2013 eyewear collection, drawing inspiration from high-tech luxe and edgy glamour. Traditional feminine silhouettes take a walk on the wild side with the women's playful and fun optical collection. While the women's collection gets bold with metallic hardware embellishments and engraved animal prints, the Guess guy keeps cool with smart, sleek, wearable styles. High-tech luxury inspires the men's collection of timeless styles perfect for the Guess guy.

Outfitting Independence

VIVA INTERNATIONAL GROUP **HARLEY-DAVIDSON EYEWEAR**

Celebrating its 110-year anniversary, Harley-Davidson's rich heritage began with the motorcycle, the core of the Harley-Davidson experience. During the past century, the Harley-Davidson brand has not only become a fixture on the highways, but a symbol of America, freedom, adventure and individuality.

The Harley-Davidson Eyewear collection reflects the distinguished quality and workmanship of the Harley-Davidson brand. The men's styles evoke the masculine, yet trend-driven quality of the Harley-Davidson man, while the Ladies collection offers a fashionable blend of design elements, including subtle flame accents and stone embellishments.

The men's Spring 2013 eyewear collection features premium materials, including titanium, which offer durability and lightweight comfort. Open-metal temple detailing on select models delivers a streamlined look similar to the brand's esteemed motorcycles.



Sleek designs make the new Harley-Davidson ophthalmic and sunwear options stand out. The 842 sunwear (l) features the brand's logo on the temples on lustrous black temples; (above) two-tone metal temples with cutout designs help these rimmed and semi-rimless ophthalmic styles stand out.