



FOCUSING ON FUTURE FASHION

As back-to-school season nears, parents seek out new eyewear for their kids, and the kids look at what their folks are wearing. Companies are making fashion-forward eyewear that students want to wear—echoing the variety of designs available to both Mom and Dad.

When it comes to buying eyewear for kids, there are two sets of concerns. For one, parents want to make the most of an eyewear purchase—they want frames their kids will wear, frames that can withstand everyday kids' activities, and frames that will last. On the other hand, the main concern for children, tweens and teens is much simpler—they just want to look good in their glasses. And kids are looking at both parents and peers as arbiters of good taste.

The number one trend in today's eyewear offerings for the under-18 market is adult sophistication. Kids of all ages continue to choose eyewear that echoes what their parents wear: classic, traditional acetate frames ranging from clear acrylic looks to triple-laminated

fare with embellishments on both sides of the temples. New spins on the tortoiseshell style incorporate highlights in purples, pinks and turquoise, and many other shades.

Brands with high name recognition also offer values that go deeper than fashion. Purchasing parents appreciate frames that withstand kids' daily mishaps with the latest memory metals, spring hinges and premium construction. And finding ways to dispense to hard-to-fit faces is less of a problem than ever before.

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—Seth J. Bookey, Contributing Editor

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A&A Optical, Alpha Viana, Altair Eyewear, Aspex Eyewear, ClearVision, Colors in Optics, Lafont Eyewear, LBI, Marchon Eyewear, Match Eyewear, Nouveau Eyewear, Ogi Eyewear, Prologue, REM Eyewear and Viva International Group.



Eye Candy Redefined

A&A OPTICAL PEZ EYEWEAR

Pez candy has been an American pop culture staple for more than 80 years, well known for colorful candy pieces that fit into the iconic Pez dispenser, which has retained its status as a fun collectible item for decades. A licensed brand, PEZ Eyewear, sold exclusively by A&A Optical, is no different. Fun and colorful, the PEZ Eyewear brand is the ultimate in “eye candy.”

PEZ Eyewear is intended for kids from infancy through elementary school age. Frames are available in sizes 34 to 46. Cable temples and pediatric fits are available for infants. PEZ Eyewear meets the demands of this youngest demographic with stylish, classic eyewear with style options from classic “me-too” designs with grown-up styling to whimsical, imaginative styles with bright colors and children’s motifs.

Fashionable and moderately priced, PEZ Eyewear also offers a tough, sturdy and worry-free choice for parents, including a “No Questions Asked Lifetime Warranty.” Through July and August, optical retailers can take advantage of A&A’s special Back-to-School Tools promo: free kids sunglasses and POP with your PEZ Eyewear purchase.



The PEZ Eyewear Scooter group (above) features rectangular rimmed styles with thin metal framefronts in an adult eyeshape, while retaining the playfulness of youth with candy-colored temples in yellow, blue and pink; fashion takes flight with PEZ Eyewear Sweetie styles (left) as colorful butterflies stand out on a cutout on wide, thin-metal temples, with coated temple tips and thick acetate framefronts.

Setting the Stage for Styling

ALPHA VIANA KOOLKIDS

Created with children in mind, the Koolkids eyewear collection for boys and girls delivers vibrant colors and unique designs throughout the collection. A wide variety of patterns in the temples brings out the individual character of every kid who wears them.

Girls’ designs feature elements like flowers and strawberries on the temples. The boys’ styles incorporate design elements from cars to soccer balls, making eyewear more fun and spirited.

Double laminates energize styles for kids by pairing black acetate on the framefronts’ exteriors with bright, lighter colors on the interior. Bright solid colors on temple interiors set off darker temple exteriors that feature multiple colors and sculpted designs that make design elements pop. All the frames come with great selection in color and material.

New this summer is the Koolkids Sunwear collection, protecting the youngest patients from dangerous UV rays. These new sunwear styles follow the same company design philosophies that emphasizes the company’s slogan of “be kool, wear koolkids.”



Koolkids styles for boys (left) feature textured soccer balls on sculpted temples, giving them a 3D look, set on double-laminate temples and framefronts with bright colors contrasting with black; kids can emulate their parents with classic looking acetate frames (above), featuring translucent framefronts with clear bottom rims.



The unisex SFS5005 style features an oversized “geek-chic” design that is perfect for boys or girls, in deep sky blue (shown on the boy), midnight tortoise, ocean sand and onyx teal; the SFS5007 for girls features a light, delicate design accented by whimsical floral-inspired cast-metal details—colors include atomic black, cherry jam and razzle dazzle (shown here).

Something for Every Kid

ALTAIR EYEWEAR SIGHT FOR STUDENTS

Altair Eyewear’s Sight for Students meets the needs of kids and parents with a fashionable and fun collection, perfect to greet the new school year. Eyewear styles for boys adds sporty styling to rubber-wrapped temples. Utterly sweet styling for the girls’ eyewear feature whimsical floral cast metal details. New for 2013 is an ultra-trendy unisex design sure to please the most fashion-conscious kids. Parents will appreciate the collection’s construction, which uses quality materials, including durable stainless steel, colorful, multi-layer handmade acetate and comfortable spring hinges.

The collection features two boys’ styles, two girls’ styles and one unisex frame. All the styles include spring hinges perfect for the six-to-15 age range. The fun and colorful designs come at affordable price points.

The SFS4005 for boys pairs “geek-chic” designs with sporty rubber-wrapped temples, adding durability to an adult-inspired, classic eyeshape, in eyesizes 47 and 49. Colors include rock solid, sidewinder and tsunami. The SFS4006 features lightweight material, in the same colors and eyesizes as the SFS4005.

Bending the Rules

ASPEX EYEWEAR EASYTWIST

Aspex Eyewear’s EasyTwist collection deploys interesting, sculpted frames in playful colors, with styling that is reinforced by strong, bendable metal construction using Trilaston, a proprietary metal known for its elasticity and shape-recovery properties. EasyTwist’s frames withstand abuse and bounce back into shape even after extensive periods of use. The frames resist stress, shock, corrosion, and extreme changes in temperature, and are hypoallergenic.

Some EasyTwist styles also feature Aspex’s exclusive patented Turboflex technology, allowing the temples to twist 360 degrees, ensuring maximum durability and comfort for children of all ages.

TurboFlex provides total flexibility with a combination of a monobloc end piece and a rigid monel temple which allows TurboFlex to adapt to even the most rigorous of external stresses. The TurboFlex frames require minimal adjustments and deliver long-lasting form-fitting comfort. In addition to being durable and flexible, TurboFlex technology is extremely versatile and is compatible with both rimless and semi-rimless frames.



In addition to EasyTwist’s durable metal and shape-recovering qualities, these frames for kids come in a wide variety of colors and designs. The EC309 (top) comes in three satin colors—bronze, ruby red and purple (shown)—and feature a scalloped sculpted design on the temples. The ET948 (bottom) comes in three shiny colors—chocolate (shown), teal and lavender.



Op Teen looks toward adult fashion sensibilities with thin rimmed and semi-rimless framefronts with thick temples—celebrities Katrina Bowden and Kellan Lutz (left) are part of the brand's national ad campaign; the Op Main Beach in berry offers a classic style in a forward-looking color, with blocks of color inside the temples.

Reaching for the Beach

CLEARVISION OP TEEN

The new styles in ClearVision's Op Teen collection, aimed at boys and girls ages 14 to 16, echo the active beach lifestyle. The new designs have colorful, sporty, edgier styles that look more toward adult styles than juvenile ones. On-trend flat metals and plastics are at the heart of the Op Teen collection, in retro styles and deeper eye shapes.

The collection's hip, wavelike piercings and beachwear-inspired patterns light up youthful faces with colorful fades, colorblocking accents, and juicy translucents, in both acetate and metal designs. The Op Main Beach is a Wayfarer-inspired plastic in fresh waves of color for teen girls. The Op Tunnels Beach has cool translucent colors in a modern eye shape for teen guys.

The Op brand is known for its surfer-inspired apparel and bright colors that pop. The brand features two young Hollywood celebrities in its national advertising campaigns—Katrina Bowden of *30 Rock* and Kellan Lutz of *The Twilight Saga*. A full suite of branded POP supports the collection, including new counter cards and brand IDs. Plus, pre-assembled 16-piece Op rotators are available to qualifying customers.

Crafting Colorful Combinations

COLORS IN OPTICS CRAYOLA EYEWEAR

Crayola is an iconic brand synonymous with color and creativity. Since the first Crayola crayons were sold in 1903, the company's mission has been to inspire children's artistic expression from high chair to high school, helping them grow into equally inspired and creative adults.

In 2002, Crayola was voted the number-one most recognized and respected brand for quality among households with children. Amazingly, Crayola produces nearly three billion crayons and half a billion markers every year at their corporate headquarters in Easton, Penn.

Colors in Optics is proud of the Crayola Eyewear Collection, which features a beautiful array of optical frames for girls and boys that exude Crayola personality with vibrant pops of bold color. Exciting logo embellishments also let kids express their style using the Crayola color palette.

All the frames in the Crayola Collection are handmade and incorporate materials such as laminated acetates, stainless steel and memory metal, which are both strong and flexible to handle the high-energy lives of today's kids. Crayola frames are available in optical shops throughout the U.S.



The CR123 (top) adds a cheerful pop of color with bright red thick acetate framefronts, which offset thinner yellow temples that feature a multicolor Crayola logo; the CR148 (bottom) creatively combines bold colorations of blue and green with geometric designs on the temples with a more adult-looking thin blue rectangular eyeshape that looks to the future while retaining youthful exuberance.



Taking Kids Seriously

LAFONT EYEWEAR LAFONT POUR LES ENFANTS

Lafont is a brand for the entire family and has eyewear for kids of all ages. At school or at play Lafont frames are designed to be adored like a favorite T-shirt or sneakers. This season, Lafont Pour Les Enfants collection has two distinct campaigns designed for different age groups.

For children ages four to seven years old, Lafont offers styles Malo and Merci in playful, bright acetate colors. Merlin and Melusine offer a stainless steel option in fun, contrasting tones. To ensure children keep their glasses on all day, Lafont created durable, comfortable frames. Each shape has a high lens area to cover the entire eye. Along with a low to medium bridge, the correct centered position of the eye is ensured. Spring hinges guarantee a sturdy fit for everyday wear.

For children seven to 12, Lafont premieres two acetate styles, Mia and Martin, both of which include vintage details, with functional fashionable rivets and retro shapes. Three brand new stainless steel frames, Maxime, Mathilde and Montana, are all styled with a two-toned accent colors and matching temple tips.



The Mia, for older kids and tweens, continues the adult-inspired styling, with a new spin on tortoiseshell design on the upper rim and temples, contrasted with a bright light blue or pink acetate on the lower rim.

Back-to-School Cool

LBI GEEK EYEWEAR

In a realm where child's play is everything, from the latest video game, to wearing the newest sneakers, in the spirit of all things hip and trendy, Geek Eyewear presents Geek Rad 09 Jr. The style conveys the message "I am cool enough for school!" Designed for kids eight to 14 years old, Geek Rad 09 Jr. has a vintage pedigree and classic styling to make every youngster at the top of their class—frames that speaks the language of the youngest generation.

A miniature replication of the eminently trendy and popular Geek Eyewear collection for adults, Geek Rad 09 Jr. adopts the brand's philosophy celebrating diversity, individuality and creative enthusiasm. Hip on boys and cute on girls, Geek Rad 09 Jr. is offered in colors black, tortoise, crystal, crystal blue, crystal red and crystal pink—with classic styling and translucent colors that makes the eyewear shine. The frames come in sizes 46x17x130 mm and 48x17x135 mm. Wearing Geek Rad 09 Jr. not only speaks that "I am cool" but also "I am sure to rock out on the first day of school!"



Paying homage to the "Geek culture," LBI's Geek Eyewear is reminiscent of Clark Kent, but in tortoiseshell (top) and even clear acetate (bottom). All the new styles feature classic styling with metal rivets adorning the frame fronts. The transparent acetate material helps kids show off their most valuable accessory.



Variety of shapes, designs and colors abound in The Lacoste T(w)eens collection, appealing to the individuality of tweens. Optical style L3606 (left) is a plastic frame with a modified rectangular framefront in soft feminine colors, perfect for sophisticated young girls. Sunwear style L3601S (top) is an easy-to-wear shape with fun, vibrant color combinations featuring the rubber croc logo, great for the coolest tweens.

Introducing Preppy Chic

MARCHON EYEWEAR LACOSTE T(W)EENS

Marchon Eyewear is launching the Lacoste T(w)eens Eyewear collection this summer, designed for the eight- to 14-year-old tween market. The eyewear assortment presents colorful, playful designs across eight optical styles and three sunwear styles. The collection uses metal and acetate materials for a moderate price point without sacrificing quality and upholding the integrity of this world-famous brand. Fresh youthful styling in a multitude of shades showcases the color blocking technique in coordinated, contrasting colors.

Each style skillfully integrates Lacoste's signature preppy chic look in a functional way. Every frame boasts the full Lacoste logo printed in complimentary colors, or the rubber croc logo that has been deftly embedded into the right and left temples. An additional cool feature is the recognizable racquet-shaped temples showcased on a portion of the styles in the group.

The optical collection is balanced with several different design shapes to include butterfly, the practical cornered rectangle, classic round and the ever-trendy "Geek Chic." The sunglass collection comprises a cat-eye style, and two unisex frames in a Wayfarer-inspired style and a round shape.

Embracing Sophistication

MATCH EYEWEAR FLOAT KIDS

Carefully crafted from premium quality components for maximum comfort, durability and safety, the Float Kids collection bridges the gap between fashion and function, sending cool, active kids, tweens and teens back to school in style. The hottest trends for adults translate into the coolest looks for kids, and eyewear is no exception. Float Kids embraces that rule by bringing fresh, fun and colorful styling to grown-up designs for kids and teens to call their own.

Match Eyewear's new Float Kids styles have five for girls and two for boys. From vintage appeal to modern sophistication, this diverse new collection has a frame to satisfy even the pickiest kid.

Girls' style KP 234 takes geek chic to the next level with bold geometric shaping, layered color blocking, and funky interior and exterior temple graphics. The boys' model KP 236 features a sleek rectangular eyeshape and pairs a rich Havana tortoise pattern with vivid inlaid color contrasting that continues along smooth temples. Both models are crafted from the finest laminated acetate and are available in two sizes.



The FLT KP 234 for girls (top) has a triple-laminated framefront, revealed at the hinge, with patterns on the interior temples. It comes in three colors—burgundy/blue (shown), purple/grey and rose/pink. FLT KP 236 for boys (bottom) is also available in three colors demi/blue (shown), demi/brown and demi/grey—featuring rich Havana tortoiseshell on the temples.



The Katana Blk (above) sports a dark blue design on black temple exteriors, and Leonardo peeking in on the blue temple interior, and comes in sizes 46-18-125 and 48-18-130; the Warrior Blk (right) comes in size 47-16-130 and features Raphael in a red color scheme with a black raised design on the temple exteriors.



Capturing Cartoon Characters

NOUVEAU EYEWEAR TEENAGE MUTANT NINJA TURTLES EYEWEAR

Nouveau Eyewear proudly brings Nickelodeon's smash hit Teenage Mutant Ninja Turtles to eyewear. Nine ophthalmic styles are available, each inspired by the four fun-loving and hard-fighting brother turtles who are named for Renaissance artists. The collection features unique character artwork inside each temple and ninja-like details on the outside. Each piece has a color scheme matching the turtle that inspired it: blue for Leonardo, orange for Michelangelo, purple for Donatello and red for Raphael. Styles range from bold and athletic to geek chic.

Nickelodeon's Teenage Mutant Ninja Turtles is the biggest launch in the network's 34-year history and is one of the highest-rated shows on cable. It was just renewed for a third season. "We've combined the hottest kids' brand in the world with eyewear that fans will love," said Dominick Sblendorio, CEO and president of Nouveau Eyewear. "This collection perfectly captures the brand." Nickelodeon is the number-one entertainment brand for kids.

The new line is launching with marketing materials that include a deluxe zip case with character artwork, counter cards and other POP displays.

Emulating Their Elders

OGI EYEWEAR OGI KIDS

Ogi Eyewear rolls out five new styles to enhance the "Mommy and Me, Daddy and I" Collection. By creating fun frames that bridge the gap between playful and practical, Ogi injects a spirited liveliness into each style for kids. With the "Mommy and Me and Daddy and I" collection, Ogi creates fashionable frames for kids that emulate the sophisticated, yet exciting eyewear their parents wear. Each style comes in a variety of bright colors carefully picked to exemplify the playful nature of the collection and to individually express each child's unique personality.

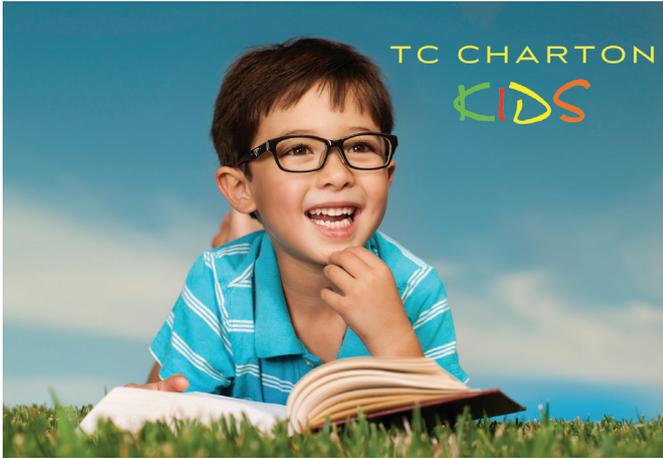
Ogi redefines children's eyewear by developing styles that are in sync with the latest fashion movements for tomorrow's influential trendsetters. Recognizing that today's kids are tomorrow's fashion enthusiasts, Ogi's "Mommy and Me, Daddy and I" Collection gives them a head start.

Children can often be the pickiest of consumers, and Ogi Kids gives every child the chance to emulate the fashion of the most important people in their lives—their parents. Ogi Kids gives every child an exciting look to express their own style.



Ogi Kids glasses find inspiration in adult styling. Reminiscent of stained-glass panels, the blue, red and green styles of the OK306 (top) use flecks of color on the acetate framefronts and solid translucent color on the temples; the OK101 (bottom) uses a distinctive dark plum color throughout the thin-metal framefronts and wider temples.





TC Charton's "Bruce" style for boys comes in an eyeshape of 45, with double-laminate color combinations of dark and light brown, dark and light blue, and dark blue and orange (shown above). This traditional adult frame takes a fun spin for kids, featuring a comic shark design and embellishments on the temples.

Finding Fashionable Fits

PROLOGUE TC CHARTON

Since the launch of Prologue's TC Charton Kids in March 2011, the collection's designer, Alexandra Peng, has received great feedback from ECPs and consumers alike. It is the first children's eyewear collection in North America that caters to kids with low nose bridges by giving them both fun styles and the fit they need.

"I cannot emphasize enough how strongly I feel about the importance of providing kids of all ages the right fit," said Peng. "I've been wearing glasses since I was eight years old and I never found anything that fit properly. How could the vision of these children be corrected properly if they are wearing glasses that don't fit their facial characteristics?"

The latest styles in her collection comprise styles that are sturdy, fashionable, and most importantly, made to fit. "No more pushing up glasses that constantly fall down the nose bridge," said Peng. "Having glasses that fit means they don't have to slow down." All TC Charton Kids eyewear come with a zippered case that can be hooked to backpacks. Marketing materials include a 5-piece display and counter cards of various sizes.

Bursting With Personality

REM EYEWEAR LUCKY KIDS

For the California cool kid, Lucky Brand presents Busy Bee, Peppy, Dynamo, Spark Plug and Smarty. Each frame is bursting with personality, just like the little wearer. The 2013 Lucky Brand style offerings from REM Eyewear deploy playful pops of color this season to the landscape of kids' eyewear, paired with classic shapes and quality construction. One Busy Bee style features a multicolored chevron pattern on temples with translucent purple zyl that makes the frame fronts shine.

Think denim, Americana, Bohemian cool, Southern California and exploration. This spirited collection of sassy and smart eyewear for kids inspired by Lucky Brand. Each frame is stamped with the Lucky Kid's signature phrase "Lucky Me." Frames are also available in larger sizes for tweens.

Each Lucky Brand kids frame comes with REM's exclusive Kid's Promise Guarantee, a unique program that provides kids with 100 percent unconditional protection against loss or breakage for up to one year after purchase. Also, for a limited time, each frame comes with a branded gift-with-purchase that will have the whole class talking.



Lucky Kids' Dynamo style (top) is dynamic in two ways—it is sturdy and trendy with surprising pops of color in translucent zyl; Busy Bee (bottom) lives up to its moniker with silkscreened, printed acetate temples that bring Bohemian chic to silhouettes. Both feature the Lucky logo with shamrocks on the temple tips.



Capturing Summer Fun

VIVA INTERNATIONAL GROUP BONGO EYEWEAR

Viva International Group offers two new ophthalmic releases to the Bongo Eyewear Summer 2013 collection, featuring vibrant patterned temple treatments and chic colorations inspired by the latest fashion trends. Fresh new design elements, including stud detailing, plaid patterns, and decorative floral accents, capture the fun lifestyle of today's Bongo girl.

A lively blend of mixed prints are showcased in the design of B Candice, which features a colorful flower motif accented by an array of metal studs on the exterior of the frame's handmade acetate temples. This playful style, which features a soft rectangular handmade acetate front, is available in two-tone colorations, including black/green, brown/blue, and plum/lavender and berry.

The B Colleen feature a similar plaid pattern, appearing on the exterior, in striking prints of green, brown and lavender and berry combinations. A soft rectangular metal front compliments this trendy style in a satin finish of black, brown and plum. New marketing materials include banners and counter cards featuring Pretty Little Liars actress Lucy Hale.



The B Candice (top) is a playful style with two-tone colorations and a soft rectangular handmade acetate double-laminate framefronts with a luminous clear layer behind colorful styles, with a simple butterfly on the temple hinting at the more complex plaid interior temple design; the B Colleen (bottom) uses handmade acetate temples with an exterior plaid pattern that blends into solid-colored framefronts.

Finding Fun and Sophistication

VIVA INTERNATIONAL GROUP CANDIE'S EYEWEAR

Founded in 1981, Candie's has always had a presence in pop culture. This super-feminine brand is one of the most recognized in the country, and is quickly growing to be one of the top brands in the minds of the "Millennials" consumer segment. The collection translates the self-confidence and trendsetter in every Candie's girl via sassy, clever and stylish design.

Viva International Group introduces two new ophthalmic styles to the Candie's Eyewear collection this summer. The new styles feature bold accents and trendy patterns, including metal scroll designs, which capture the playfulness of today's Candie's girl. Whether it's a confident mix of color, glitz or a more delicate look, Candie's Eyewear is the perfect accompaniment to any tween's wardrobe.

A flat metal front in a modified rectangle shape enhances model C Silvia's whimsical design motif in shades of black, brown and plum, with temples offered in grey horn, pink and plum gradations. Fully handcrafted in acetate, model C Shawna is available in a variety of bold color combinations, including black/grey horn, brown/pink and tortoise/crystal green.



The Shawna (top) features a rich, dark plum color on the framefronts, with a lighter plum on the inside of the frame and on the temples. The Silvia's thinner framefront in metal with dark plum (bottom), transitions to lighter shades on the temple exterior, with two tones on the interior. Both attract attention with flowing metal scroll designs on the temples.



GU9104 (top) for boys uses a deep dark blue inner laminate layer to redefine a preppy classic; the GU9094 for girls (middle) lightens up that same traditional look with a brilliant pink acetate framefront, graffiti patterns on translucent temples, capped with a new sparkling handwritten logo; the GU9110 (bottom) pairs thin metal rimmed frames with acetate temples with multicolor designs.

Coloring Outside the Lines

VIVA INTERNATIONAL GROUP GUESS

This summer, Guess Eyewear unveils a tween collection that overflows with vibrant colors, bold silhouettes and unique features. The 12-piece optical selection is defined by playful details and bright hues.

The Guess eyewear collection for girls bursts forth with bright colors and smart silhouettes. The GU 9091 offers splashes of blue, red and yellow transparent underlay set beneath solid multiple layered acetate frames. The unique handwritten Guess logo on the temple adds fun designer flare. Bold color treatments compliment the GU 9092, which showcases a mix of pastels on the temples for a funky contrast to a more classic metal modified rectangular frame.

The GU 9104 offers boys a preppy, oversized modified square shape in contrasting color block options—black/blue, blue/yellow and black/grey. The GU 9105 sports a thinner metal frame combined with acetate temples in the same color block treatments. Laser etched Guess logos on the inside temple and a metal G logo with screw head detailing give each pair a stylish edge.

Born to Be Wild

VIVA INTERNATIONAL HARLEY DAVIDSON WILD CHILD EYEWEAR

Viva International Group introduces six new tween styles to the Harley-Davidson Wild Child Eyewear 2013 collection. The new ophthalmic styles, designed for boys, capture the fun and edgy lifestyle of the brand with skull detailing, laser-engraving and denim-like print patterns. The new styles feature a streamlined recreational theme throughout, from minimalist thin metal frames to thicker acetate components.

Along with the iconic Harley Davidson skull logo graphics, the motorcycle look is reflected in cool tones of black, brown, gunmetal, olive and navy. The temples on the T100 and T101 eyewear have open-metal designs with the HD logo at the hinge. The T102 and T103 styles feature faded-denim motifs. The brand's rugged lifestyle appeal and skull graphics inspired the T104 and T105, adding youthful appeal to a traditional zyl look.

In addition to the bold styles debuting this season, a new blue denim case with the Harley-Davidson logo in bright red will accompany each frame. Marketing materials include a counter card displaying the new Wild Child campaign image.



Harley Davidson Wild Child eyewear will appeal to tweens with a need for speed: The T101's open-metal temple design (top) echoes being on the open road; the T103's tortoiseshell temples (middle) feature fun comic skull graphics; the traditional-looking T104 (bottom), in olive, features laser etchings on the temples, reflecting the ruggedness of the lifestyle brand. Every eyeglass comes with a blue denim case (inset).



(Top left, from l to r) Girls will enjoy the fun and sophistication of the SK1520, SK1528, and the SK1523. Design layers distinguish the SK 1525 for girls (top) and the SK 1061 for boys (bottom): The raised SKX logo on the boy's style sits on a grey inlay atop a patterned temple; the girls' style's raised heart design near the logo draws attention to triple-laminate framefronts.

Layering Lush Looks

VIVA INTERNATIONAL SKECHERS EYEWEAR

Skechers footwear, a lifestyle brand known for providing fashionable performance footwear for men, women and kids, available in more than 100 countries, now delivers 12 new eyeglasses for boys and girls in the Skechers Eyewear collection this summer from Viva International. The designs include innovative elements such as carbon fiber and rubber inlays, stone embellishments and pops of color.

Plastic temple tips with colorful rubber inlays add comfort to models SK 1044 and 1045 for boys. An epoxy-filled treatment featuring the SKX logo coordinates with the metal temples' carbon fiber inlay accent.

Scattered stone embellishments adorn the handmade acetate temples of model SK 1527, a key style for girls'. The frame's metal front is fashioned in a subtle butterfly silhouette with satiny metallic colors in purple, blue, burgundy and brown. Stones also adorn the handmade acetate temples of model SK 1526 and model SK 1528. This duo features a retro-inspired rectangle front in a variety of color combinations.