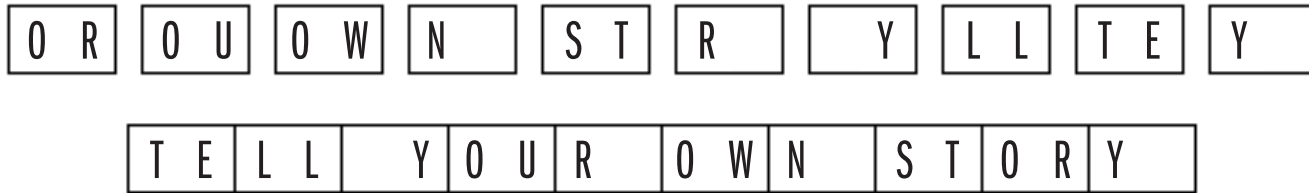


Brand Is Identity

VM / OptiScramble

Unscramble the tiles below to reveal an eyecare-related branding message.



*Answer: Tell Your Own Story*

What Are You Wearing? / 10/10 Optics, New York, N.Y.

/ Your TURN ↓

RUTH DOMBER / OWNER/DOE  
(DIRECTOR OF EVERYTHING)



Started in optical as a receptionist in an OD's office when she was 16.  
  
Has a Top 10 box of favorite frames.

**FRAMES** /Orgreen Braniac color 311.

**LENSES** / Shamir 3 Digital High Index Progressives with Claris HD coating.

"I got them in New York at The LOFT showplace. I've had them for a little over a year. I fell for the color immediately—I am a big fan of eyewear that complements and enhances one's natural skin, hair and eye color, as well as creating different looks within the eyewear wardrobe."

STEPHEN ROZENBERG / OD, CO-OWNER



Has been an optometrist for decades.  
  
Owns approximately nine pairs of glasses, when he can find them all.

**FRAMES** / Theo Dauphinois c.311.

**LENSES** / Shamir 3 with Claris HDAR.

"Ruth picked them out with Rama, the owner and rep, when they were going through the collection. They were very comfortable so I ordered them in a few other colors. Handsome is as handsome does!"

LIZ SANTIAGO / OPTICIAN/MANAGER



Started in optical 27 years ago at Sterling Optical doing sales.  
  
Wears 11 pairs of glasses, "but there's always room for more."

**FRAMES** / Lucas De Stael in black stainless steel with purple leather overlay.

**LENSES** / Shamir 3 Transitions with a Claris HD coating.

"Our rep was showing the collection and I picked them out as soon as I saw them. This vibrant color is very attractive on my complexion. I try to stay with primary, vivid colors that bring out the best in me."

JESUS CARMONA / OPTICIAN/CO-MANAGER



Started off as an optical dispenser 24 years ago.  
  
Has 10 pairs that he wears and "quite a few more" in his desk drawer.

**FRAMES** / Feb31st BATTUTA custom ordered in mahogany and orange colored poplar wood with reverse color treatment on the temples.

**LENSES** / Shamir Workspace Transitions with Claris HD coating.

"When our rep Melodie was here, Ruth put these colors together for me. She knows that orange is my favorite color. When I wear orange... it feels just right."



Have anything to add? We'd love to hear from you!  
E-mail your comments to [visionmonday@jobson.com](mailto:visionmonday@jobson.com).