



KIDZ BIZ 2014

Too Opti-Cool for School

Young adults are very particular when it comes to finding the right frame that suits their personality at a price parents won't freak out over. Not every child is the same, so personal style is always different but the objective is still the same: look cool, stylish and get ready to take on the world.

A trend that has never falters when it comes to children, tween and teen eyewear is the desire to look more sophisticated so it suits them and their changing lifestyle. Modeling after a parent is something kids start doing as young children and they never really stop. Kids of all ages continue to go for looks that emulate their parent's eyewear: classic, traditional and sleek frames with a pop of color that makes a statement or features a modern print. These styles make them feel like the fashionista or fashionisto they are meant to be.

For everyone under the age of 18, finding a durable, comfortable frame is easier than ever with recognizable brands that offer style as well as an accent to their colorful personalities.

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—Chloe Beach, Contributing Editor

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Altair Eyewear, Avalon Eyewear, ClearVision Optical, Colors in Optics, Kenmark, Lafont, Marchon Eyewear, Match Eyewear, McGee Group, Nouveau Eyewear, Ogi Eyewear, Prologue, REM Eyewear and Marcolin USA-Viva.



Male teens wearing Kilter K4002 (above) can rock a dual tone frame that displays unique sophistication while girls wearing Kilter K5001 (left) can make a bold statement that complements with a tortoise frame face and a clear back. Both frames feature high quality, cool style and a fresh attitude.

Defying the Norm

ALTAIR EYEWEAR KILTER

Following its debut this June, Kilter promises the ideal balance of high quality, cool style and fresh attitude for the 12- to 18-year-old active teen, and is a collection to defy the norm. This particular collection is for the teenager looking to make their mark, steal the prom queen's heart, take down the quarterback...and leave a legend.

Kilter is full of trendy shapes, colorful laminated acetates and custom design elements that set the tone for this affordable collection of two boy's, two girl's and one unisex style. Each Kilter style features a signature "K" Kilter logo on the interior left temple for a defining edge. Brushed metal, clear acrylic and signature green merchandising materials are available, including a three-piece countertop display, posters and counter cards. Frames come with a gunmetal case accented with a green zipper.

Looking to revamp, Altair has identified a fashion forward, on top of the trend consumer who is looking for statement shapes, design and color. While creating the Kilter collection, Altair "identified an untouched market of teens who demanded a style with edge and California cool," the company said.

Cool, Tough, Cute

AVALON EYEWEAR K12 EYEWEAR GENERATIONS

K12 and X21 eyewear are youth eyewear brands par excellence. The collections consist of colorful, vibrant, comfortable, durable and affordable eyewear styles for kids, tweens, teens and young adults. This collection features high-energy colors and forgiving materials that are designed to last.

K12 Eyewear Generations gives kids, tweens and teens a chance to express individuality and their cool with an option between thin and thick frames. K12, offered in a wide variety of colors with stripes feature lighter frames, with softer tones to complement the face. X21 Generation Next is a new addition to Avalon's youth eyewear portfolio for 2014, perfectly suited for the young adult wearer. While starting the sophistication of growing up, teens and young adults are able to keep their eyewear fun with sparkling individuality and flare.

K12 and X21 are some of the best choices for eyewear in kids and young adults. Geared for safety and comfort through technical design, the eyewear comes with a signature case.



K12 Eyewear Generations gives kids and tweens a vibrant paint splotted frame that really makes a statement—a pop of bright color matched with a dark purple frame (right). For a more sophisticated look, the frames incorporate lots of black with a splash of color on the inner face along with a patterned temple (left).



Blue metal frames make for durable style with a pop of color that will last (top). Brown metal frames with a unique design on the temple offer an edgier style for boys looking for comfort without sacrificing fashion (bottom).

Boys Make Their Fashion Statements

CLEARVISION OPTICAL IZOD BOYS

In preparation for the back-to-school season, ClearVision Optical introduces new styles to its Izod Boys collection. The latest models join the complete ClearVision Kids Collection, which features 80+ kid-approved styles from brands Dilli Dalli, Jessica McClintock Girls and Op.

The Izod Boys collection offers fashion forward eyewear for kids and tweens ages 6 to 14, featuring sport-infused, all classic American designs. The latest release emulates the style direction of the Izod men's collection, taking a youthful spin with a fresh pop of color and on-trend retro eye shapes. Memory metal bridges and rubberized temples provide durability and comfort. It's a perfect lifestyle fit for today's young Izod customer.

Boys can choose from edgier designs infused with more color, patterns, architectural styles to reflect more adult styling, and more acetate styles than ever before. Inspired by current trends in kids and tween clothing and sneakers, the ClearVision Kids Boys Collection offers a variety of "look at me" pieces that will please even the trendiest young customers.

Color My World

COLOR IN OPTICS CRAYOLA COLLECTION

Crayola is an iconic brand known for 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.

Girls' frames consist of a precious acetate frame in bright youthful colors which match the Crayola color palette perfectly. Metal heart logo embellishments in pop colors add personality. Boys' frames feature a Crayola racing crest with contrast color striping down the temple.

Colors in Optics is proud of the Crayola 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 allow kids to express their style reflecting the Crayola 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.



Kensie girl keeps things fun and cute with a mature frame structure. The Upbeat LA4 (top) adds flare with eye capturing patterns on the temples and a lavender clear frame fronts. Putting her style together with an outfit (left) will really keep her creative when it comes to personal style with these fun color clear frame fronts and vibrant patterned temples.

Making Pretty

KENMARK KENSIE GIRL EYEWEAR

The little sister to kensie, kensie girl eyewear is a blend of young and growing up too fast. Whether she's lip syncing to the latest tunes, laughing till past midnight with her besties at a sleepover, or making her own style and changing it next week, she'll always look great.

These mini fashionistas with their own style, are creative, curious and always evolving in fashion and personality. They'll dig the confidence they feel matching outfits to a kensie girl frame featuring signature patterns, splashy colors, temples with personality and a range of styles and sizes that will grow with them.

You will find that this collection for young girls is just as hip and trendy as the kensie women's eyewear line. Displaying an array of shapes from round, cat-eye and deep rectangles, kensie girl eyewear is adjusted for the smaller measurements keeping things full of color, patterns and fun details that are pretty, but with a bit of an edge.

A Frame for Each Age

LAFONT POUR LES ENFANTS

A frame is a frame, but the color makes the true difference. The depth and color range of this collection is designed specifically for kid's unique and discerning tastes, so much so that acetate and metal colors rarely mimic those of the adult collection. Equipped with styles for three different age groups, the Lafont Pour les Enfants collection understands that "one size fits all" is never the case for kids.

From 36 months and ages 4 to 7, Lafont designs shapes specific for children's face shape and growing features. Each style is equipped with low or median bridges and corner pieces to ensure the correct central position of the eyes. For young children, each shape has an extended area above the eye to ensure that when they look up toward the adult world they are still seeing clearly.

Ages 7 to 12 sees a shift in design to suit preteens and young adults alike. Styles are still designed with children at heart but exude a slightly more mature feel than their younger counterparts.



The Olympe 7020 frames (top) are perfect for fashinistas and fashionistos in the making. To top off the design, small touches like robots, planes, lady-bugs and flowers can be found hidden among the detail of each kid's Otarie 6021 frame (bottom).



Fluid piping in bold neon colors such as yellow, red and blue temples, give a great base for the wayfarer fronts (top) and more rectangular shape of these unisex frames (bottom).

Vivre En Couleur

MARCHON EYEWEAR LACOSTE T(W)EEN

If colorful and playful are what your tween or teen is looking for in eyewear, then The Lacoste Tween and Teen's collection is for them. Inspired by the sporting spirit of Lacoste, the latest T(w)een's frames offer a fresh youthful styling in a variety of colors and shapes. Each style integrates Lacoste's signature sport-inspired look for the stylish adolescent. The color palette is bright and energetic with an artfully positioned rubber croc on the left temple.

This collection arrives just in time for the back to school season as Lacoste T(w)een launches six new styles to the existing collection. The optical frames, which are made in Italy, represent the latest cutting edge in eyewear technology. The frames are lightweight with a high degree of resistance and flexibility. There are two female and three unisex styles, each one featuring vibrant color combinations.

And when the pop of bright color isn't enough, these frames have another incredible feature—they glow in the dark. Select skus have the capability of absorbing the light from the sun which allows them to glow in the dark, shining bright in fluorescent colors.

Float On

MATCH EYEWEAR FLOAT KIDS

Match Eyewear proudly delivers a diversified assortment of fashion brands with European influence and trend-setting styles designed and manufactured in Italy. The collection Float Kids upholds this tradition by applying fresh and fun colors while styling to grown-up designs, creating a trendy and colorful collection for kids to call their own.

Using careful craftsmanship from premium quality components ensures maximum comfort, safety and durability for cool, active kids and teens that are ready to change up their look by adding a hint of maturity. Ranging from rectangular wire frames to the classically sophisticated shape and pattern of the wayfarer tortoise frame, kids are able to get the sophisticated look they long for from their parents, while keeping it youthful.

This collection includes a variety of thin frames to thicker wayfarer frames all touched with a cool color contrast. These fun frames give kids a refined and cultivated style while providing the outlet they need to show off their creativity.



Rectangular wire frames keep things edgy and sharp with a light blue ear piece continuing to keep things unique (top). Tortoise wayfarer frame faces contrasted with a light blue inside keep things youthful and flashy yet practical for everyday use (bottom).



The Karla and Cameron (bottom) styles a three-dimensional end piece highlighting the two tone metal plating, combining brown with red or pink with purple for a colorful look. The Farrah (top) with acetate temples feature Vera Bradley's Clementine and Flower Shower with complementary interior colors of peach and hot pink.

Little Fashionistas

THE MCGEE GROUP VERA BRADLEY GIRLFRIENDS COLLECTION

Whether she wants to make a bold statement or have her eyewear blend in, the Vera Bradley Girlfriends collection provides a youthful look that fits her age and lifestyle. The collection offers styles combining smaller eye sizes and the latest Vera Bradley colors, mixing fun and flirty fashion for any wardrobe, making her feel like a queen in the classroom.

For a trendy teen, Farrah brings just the right shape and color combination making it the perfect accessory that displays ultimate girl power. Farrah offers an oversized rounded eye shape with a flat metal front in black or dark purple covered in bright colored flower patterns that keep it serious in the front, and all girl trademark in the back. Karla and Cameron frames keep things chic with a tortoise front frame or a purple front frame with colorful flowered temples similar to Farrah, but a little different making sure each girl has her choice for fabulous. Both frames feature a VB logo plaque on the temples to define the perfect look for a young fashionista.

Ahoy There Mateys

NOUVEAU EYEWEAR SPONGEBOB SQUAREPANTS

It seems as though every child is familiar with the cartoon character that lives under the sea. Aye Aye Captain! Now kids can be connected to their favorite cartoon character and still maintain the style they want. The SpongeBob SquarePants Collection from Nouveau comes ashore with a completely new look. Each of the five new styles is designed with a more sophisticated kiddo in mind.

Shapes of the frames range from the classic to a retro-inspired look with colors for both girls and boys. Pirate studs of the frame face match the eyepatch SpongeBob wears to keep things fun, added with a bright yellow and a sponge on the inner end piece.

Overt SpongeBob artwork was moved to the inside while the classic design elements face outward for a more sophisticated look. Each child that wears a pair is able to get the best of both worlds: SpongeBob's beloved fun and energetic personality combined with the "grown up" and mature style they demand of their eyewear.



SpongeBob frame shapes range from classic to retro-inspired with colorations for both girls and boys (top). A metal rectangle frame (bottom) features a bright pop of red, a designed temple and features the sponge on the inner end piece.



The luminous jewel toned acetate frames feature a multifaceted striped pattern making each piece of the collection one of a kind.

One of a Kind

OGI EYEWEAR OGI KIDS

A brilliant and eloquent addition to the Ogi Kids Collection is the new OK312 frames. This collection was modeled after the adult-sized Ogi Eyewear 9077, with versatile feminine shapes that are more than the perfect size for a young girl with a dazzling personality. Each pair features lustrous jewel toned acetate with a multifaceted striped pattern making each frame one of a kind.

For glamour girls, it only makes sense to create a frame that is unique in its manufacturing for kids that are special all on their own. Not only are these frames a chic and mature style choice, they are also the perfect topping to their style—durable with spring hinges, all while assuring comfortable fit, ensured by the German OBE screws for long time wear.

Ogi Kids takes the opportunity to mimic the successful line of the parent 9077 with sophistication and elegance in a smaller adult-like style, and expresses the enthusiastic and a highly creative spirit that exists within the up and coming younger generation.

Fitting All the Bridges

PROLOGUE TC CHARTON KIDS

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

Peng believes it's very important that all kids feel comfortable in their lenses and understand what properly fits their face. This collection contains all of the styles with fun and sophistication of other brands, while fitting children with low bridges. Now, kids can showcase their personality with cool innovative frames, with a comfortable fit.

Once again, the newest release of Peng's Kids 2014 collection consists of styles that are sturdy, fashionable, and most importantly, made to fit. Kids these days are just as busy as adults and don't have time for ill-fitted glasses. No more pushing up glasses that constantly fall down the nose bridge. Having glasses that fit means kids don't have to slow down.



All frames are water themed with dark frame fronts and a pop of color behind the fronts. Frames have been designed with water in mind, ranging from a shark (top), a fish (middle) and a variety of sea shells (bottom.)



K013 (top) says ultimate style with a dark frame face, and a loud colored temple with a design for an extra flare. K015 (bottom) features a light, durable, maintenance-free frame with a funky splash of splattered paint.

Don't Fight the Flare

REM EYEWEAR CONVERSE

Converse is famous for its courageous character and individual design, suited to those who demand a look that is current but never trendy. Original for an individual, these frames in energetic colors and textures never outshine the personality of the person behind them. Designed especially for rebellious minds, the Converse All Star Kids collection pushes boundaries and provides a blank canvas for creativity.

K013 boasts a flattering fit that exemplifies quality and comfort. A solid colored frame front paired with temples showcasing a silkscreen printed zig zag pattern, and the renowned Converse logo—the ultimate style statement.

K015 suits a young child and is a good example of function meeting quality. The style is a light, durable, maintenance-free frame in K015 that can handle the wear and tear of active young girls. Even better, the two-layer laminated acetate frame front and silkscreen printed paint splatter pattern create an unmatched flair.

No Pretending Here

REM EYEWEAR LUCKY BRAND

Whether you're a city-slicker, a modern cowboy or the quintessential surfer, your favorite jeans and a signature pair of frames are two things you never leave home without. Inspired by Lucky Brand Spectacles adult line, this collection reflects the cool American pedigree, with a little Lucky Kid playfulness thrown in.

Playful and eye catching, the Wiggle style adds a layer of intelligence and flair to any kid's attire. Completing the unique design, the temples feature the classic Lucky Brand metal logo plaque, along with the signature clover logos on the temple tips.

While the Pretend line represents fun, cool and stylish, this rectangular frame is a must-have for young girls. Perfect for the active girl, the frames also feature spring hinges for comfort and durability. Acetate temples feature a bold and playful animal print, the classic hot stamped Lucky Brand logo, and a clover logo on the temple tips.



Wiggle style (top) offers smooth rectangular fronts paired with hip 3D zig zag print patterns on the temples. The Pretend style (bottom) offers a fun animal print that is cool, stylish and fun for any young girl.



A sleek metal front in a modified rectangle shape enhances model C Sia's (top) vivid temple treatment in satin tones of shades. Model C Siri's (bottom) modified oval front is available in a variety of bright translucent colors, including crystal teal, crystal purple, crystal and crystal black.

It Girl

MARCOLIN USA-VIVA CANDIE'S

The Candie's Eyewear collection features bold accents and trendy patterns, including color block striping, 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.

These frames are made for the confident "It Girl." Fitting right into her trend setting attitude, she goes to the biggest birthday parties and creates buzz wherever she is. The collection will maintain her seriousness about looking good, without taking herself too seriously with iPad, smartphone and lip gloss in hand.

Multi-colored vertical stripes decorate the handmade acetate temples of models C Sia and C Siri, two key styles from the Candie's Eyewear collection available this summer. Fulfilling her sassy, clever and stylish attitude, this "It Girl" is ready for anything.

Keep 'Em Guessing

MARCOLIN USA-VIVA GUESS

The Guess Eyewear Tween collection takes its inspiration from the fashion forward prints and patterns found in the adult Guess collection. The 12-piece optical selection features fun and playful elements taken from current fashion and accessory trends and reinterpreted into styles that will appeal to today's tween.

The girl's collection features animal prints in vibrant colorations, epoxy and rhinestone accents that reflect her personality. While the boy's collection draws inspiration from the many creative elements found in the men's collection, including the subtle logo and screw head detailing seen on the handmade acetate temples.

For ages 8 to 14, tweens can have a carefree attitude while still carrying their eclectic fashion sense. These collections were meant for the child that expresses consistent creativity and has the desire to have a more adult look about them.



Style 9122 (bottom) takes a walk on the wild side with handmade acetate temples decorated by an animal print pattern, while the boy's collection, (style 9120 top and 9116 center) includes the subtle logo and screw head detailing seen on the handmade acetate temples.



Young boys can choose from the HDT 107 frame (top) that is bold with color and skull detailing to accentuate the temples. The HDT 110 frame (bottom) is crafted with a flat metal temple design and also carries the skull logo.

Rev It Up

MARCOLIN USA-VIVA HARLEY DAVIDSON

The Harley-Davidson Eyewear Wild Child Collection revs up with 10 new styles that reflect the adventurous lifestyle of today's boy on the go. The new ophthalmic styles capture the fun and edgy lifestyle of the brand with skull detailing, rubberized finishes and pinstripe designs.

The classic, rectangular shapes of styles HDT 107 have a simple silhouette combined with bold color combinations to emphasize clean lines and logoed temples in handmade acetate. The use of skull detailing continues to serve as a focal point in the design of the collection, including the raised rubberized finish that accentuates the temple's skull logo treatment in bright contrasting colors.

Style HDT 110 is crafted in metal and features a flat metal temple design and subtle, tone on tone skull logo and stone washed color treatments. This collection is for the cool kid who prefers extreme sports over the traditional ones, and the thrill junkie who seeks the exhilaration of speed and freedom.