



# KIDZ BIZ

2015

## A, B, See...One, Two, Three

**F**or those in pursuit of a new fashion statement, an affordable investment or breakthrough technologies in children's eyewear, Vision Monday delivers the latest in Kidz Biz news.

Whether children are whizzing through homework, running through the yard or learning at school, their frames are with them every step of the way. The following companies have not only kept a child's active lifestyle in mind by creating optical collections with durability and com-

fort, but also have incorporated the latest trends in eyewear. Bringing brighter colors, more unruly patterns and unique shapes with a touch of sophistication to the world of eyewear fashion, these frames are ready to take on the world through a child's perspective.

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—Alexandrea Mobijohn, Contributing Editor

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The Special Kidz Biz 2015 Section is supported by the following companies: Altair Eyewear, Avalon Eyewear, ClearVision Optical, Kenmark Group, Lafont, Luxottica, Marchon Eyewear, Marcolin Eyewear, Match Eyewear, The McGee Group, Nouveau Eyewear, REM Eyewear, Safilo and Wiley X.

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*For boys, the K4004 is engraved with zigzag patterns that reveal bright epoxy color on the exterior and cool camouflage on the interiors of the temples. The K5002, in colored crystal for girls, has an exposed wire core that was laser engraved with Kilter's signature zigzag design.*

## FROM SCHOOL TO SKATE

### ALTAIR EYEWEAR KILTER

Kilter is not just another kid's collection of adult styles in smaller sizes. Kilter is designed for tweens and teens who want to stand out from the crowd and make a declaration of personal style. The Kilter optical collection offers cutting edge shapes, cool camouflage patterns and bold colorful contrasts that focus on fit and fashion for an easy transition from school to skate wear.

Designed for the active 12- to 18- year old, Kilter introduces four styles for both boys and girls. The collection includes custom dimensional design details and striking abstract and camo prints in a variety of classic, sleek metal and trendy acetate shapes. This affordable collection has exceptional durability and high quality materials leaving parents impressed. Tweens, teens and parents alike are drawn to Kilter, because of their edgy yet wearable optical styles.

## COOL. TOUGH. CUTE.

### AVALON EYEWEAR K12 EYEWEAR GENERATIONS

The K12 and X21 frames are youth eyewear brands par excellence. The new collection consists of colorful, comfortable, durable and affordable eyewear styles for children. Featuring high-energy colors and forgiving materials, including Sureflex, each style is designed to last.

With both thin and thick frames in a variety of colors and stripes, the K12 Eyewear Generations gives kids, teens and in be-tweens a chance to express his or her own personality. For young adults on the verge of growing up, the X21 addition to Avalon's youth eyewear portfolio for 2015 is sophisticated, yet fun sparking individuality and flair.

K12 and X12 are some of the best choices for eyewear in kids and young adults. Geared for safety and comfort through technical design, each style comes with a signature case.



*K12 Eyewear Generations exudes personality with fun temple designs. Whether it's paint splatter, stripes, plaid or another one of K12's unique patterns, each style adds to a child's exuberant self.*





*With a fashionable, wayfarer eye shape, the adorably, fun Tutti Frutti frame not only fulfills the needs of very young children, but brings peace of mind to parents and ECPs alike.*



## DILLI DALLI DO'S

### CLEARVISION OPTICAL DILLI DALLI

Dilli Dalli fulfills the need in the pediatric marketplace for safe, functional and affordable eyewear for the smallest patients, their parents and eyecare professionals. The latest Dilli Dalli with IntelliFlex Soft Touch collection upholds this tradition by offering high performance and durability through advanced IntelliFlex technology and proprietary Soft Touch material for infants and toddlers up to three years old.

The combination of IntelliFlex multi-action hinge technology with innovative Soft Touch material gives the glasses strength and flexibility with a pleasant, "soft-touch" feel. Suitable for multifocal lenses, the one piece, lightweight design has no metal or separate moving parts, due to IntelliFlex Soft Touch's unique multi-action, flexible temple design which doubles as a spring hinge.

The frames are designed with built up, flared nose pads to provide a superior, comfortable fit for very young children whose bridges are not yet fully developed, while a deep "V" groove design eliminates the possibility of lenses popping out. Furthermore, an adjustable nylon breakaway safety strap is available for young children who may need additional frame security.

## THINK PINK

### KENMARK GROUP LILLY PULITZER GIRLS

Whether she's beach-bound or off to a party, a Lilly girl is always eager to stand out. Lilly girls choose to live their life sunny side up, because anything is possible with a little sunshine and the color pink.

The new Lilly Pulitzer Girls collection is designed for mini fashionistas who want to match mom and feel like a grown-up. For girls 6 to 14 years old, this chic optical collection contains exclusive Lilly Pulitzer colors and hand-drawn prints in fun, playful and feminine shapes. From kissing giraffes to monkeys swinging from chandeliers, her limited edition prints are adorably cute.

Upholding the Lilly way, the latest collection features bright glossy frames with layered coloring and fun patterns printed on the inner temples. For added charm, little butterfly and heart embellishments adorn the end pieces and temples of select styles. The temple is also detailed with the signature "xxLilly" logo in gold.



*With hidden paisley prints and butterfly decals in a zyl plastic full-rim frame, the soft rectangular shape of Sandrine is perfect for every Lilly lover.*



## LAFONT FOR KIDS

### LAFONT POUR LES ENFANTS



*Kids will appreciate the playful styles of the Riffi 3053 (top) and the Ronde 7050.*

Lafont has not only created playful styles kids will adore, but has catered its silhouettes to ensure the shape of each frame perfectly adapts to a child's face. The Pour Les Enfants collection meets the specific tastes and physical features desired by children from 0 to 12 years old.

The technical aspects of the collection enable opticians to achieve a custom fit for each child's unique facial features. Stainless steel corner pieces fully adjust to accommodate various angles of the front, while lens areas with additional height help cover the entire eye. Furthermore, low to medium bridge and centerpieces ensure precise, central positioning of the eyes, whereas a wide angled bridge shape takes into account children's prominent cheekbones and compensates for their underdeveloped nasal bridge.

Lafont also uses cellulose acetate, a natural and hypoallergenic product that gives increased flexibility, strength and comfort. Other amenities include soft covered end tips, adjustable temple lengths and exclusive Lafont spring hinges for a more comfortable custom fit.

## ONCE UPON A TIME

### LUXOTTICA DISNEY

The Disney line is beyond enchanting with six new magical styles. The collection features Disney's favorite animated characters, such as Mickey, Princesses, Planes and the highly anticipated sisters from Frozen, Anna and Elsa.

With specific detailing of each character, the frames are made from a plastic or metal material safe for children of all ages. The Planes style features an iconic skull and cross bones logo on a bi-layer acetate construction, whereas the unisex Mickey frame has a sleek metal Mickey silhouette inserted onto confetti patterned temples. Inspired from Frozen, the Anna and Elsa style have a feminine cat eye shape with glittery temples in satin jewel tones.



*Disney's favorite animated characters come alive with the Disney Princess 3E 1005 (top) and the Disney Pixar 3E 4008.*





*The MarchoNYC Kids collection features fun styling for boys with the M-Casey (top) and rich colors for girls with the M-Carley.*

## A TASTE OF NEW YORK CITY

### MARCHON EYEWEAR MARCHONYC

MarchoNYC is a standalone collection that continues to transcend time, while paying homage to its New York City roots. With rich coloration, hand-made acetates and custom detailed designs, the collection is confidently crafted at an affordable price point.

Upholding this tradition, the MarchoNYC Kids collection for young boys and girls, features fun styling in bright colors and playful patterns. In addition to modern shapes and eye-catching color combinations that appeal to young trendsetters, this fashionable, yet durable collection is equipped with premium construction and spring hinges to withstand kids' daily mishaps.

MarchoNYC Kids has released five new styles just in time for the back-to-school season. For boys, two new styles feature a diagonal linear pattern pressed into the metal monochromatic temples with a shiny or matte finish to emphasize the design. While inlaid heart and stud rhinestones adorn the handmade zyl temples of three new girls' styles, the feminine frames incorporate color blocking in soft hues.

## NO MORE GUESSING GAMES

### MARCOLIN EYEWEAR GUESS

The Guess Eyewear Tween collection takes its inspiration from the fashion forward prints and patterns found in the corresponding adult collection. This six-piece optical collection features fun and playful elements for creative tweens, between 8 and 14 years old, who want to look and feel like an adult. With a carefree attitude and an eclectic fashion sense, the "Guess Tween" loves to explore the trendiest accessory boutique or coolest music store.

Guess girls adore the collection's vibrant colors and matching animal print temples. For extra personality, each feminine frame is adorned with a chain link metal G logo. While subtle logos embellish the boy's collection, these frames contain rubberized accents inspired by the men's collection. For instance, the matte finish of style GU9143 emphasizes the rubber texture and bright color of its temple tips and G logo.



*Handcrafted in acetate, style 9135 (top) is sure to pop with a bright crystal cat eye front and metal animal print temples, whereas style 9147 (left) for boys is equipped with rubberized textured tips adding to the frame's sophistication.*



## SPORTY SPECS

### MARCOLIN EYEWEAR SKECHERS

Featuring a youthful blend of refreshing and sporty accents, the Skechers 2015 Kids collection consists of 10 new ophthalmic styles infused with quality, detail and affordability. The collection is perfect for today's boys and girls, who are not only searching for bling and fun color combinations, but are driven by brand awareness and the latest fashion trends.

Designed for an active lifestyle, the new optical styles for boys incorporate sporty rubber accents and tech materials. The glasses are equipped with rubberized tips for added comfort and support. Then to add a splash of color, the temples are covered with an epoxy-filled SPX logo treatment. For girls, glitzy stud and stone embellishments on a denim-pattern finish accentuate the temples, which are further adorned with a fun Skechers "S" logo to complete the look.



*For a more retro look, style SE1570 (left) showcases a rectangle front profile crafted in acetate, while style SE1092 (top) features aluminum 180 degree spring hinged temples for added flexibility for children on-the-go.*

## JUST FLOAT

### MATCH EYEWEAR FLOAT KIDS

Match Eyewear has taken the hottest eyewear trends for adults and incorporated them into the coolest Float Kids collection yet. Float Kids combines grown-up designs with fresh and fun styling to create distinctive looks for kids to call their own. According to the president of Match Eyewear, Ethan Goodman, giving children the choice to follow in the fashion footsteps of their mentors empowers kids and plays a vital role in enhancing their personalities.

Fashion meets function in the newest Float Kids collection for cool, active kids between the ages of 4 and 16 years old. Not only does this stylish optical line cover all the latest trends that kids and teens look for in eyewear, but the collection is sturdy and durable to keep up with a young adult's active lifestyle. Carefully crafted from premium quality materials and components ensures maximum comfort, safety and durability.

Eyewear plays a big role in encouraging a child's inner fashionista. Therefore, with an array of girls and boys designs, this affordable collection is specifically designed in styles and colors that make choosing eyewear easy and fun for kids.



*For boys, style FLTK-47 (top) is a super cool top gun navigator metal frame authentically styled with air force striped flange temple decor. Bold geometric shaping is also complimented by vivid color combinations. For girls, model FLTK-46 (bottom) features a butterfly shape metal wire rim front with optical illusion daisy chain relief pattern temples, invoking feelings of peace, love and harmony.*





## IN FULL BLOOM

### THE MCGEE GROUP VERA BRADLEY KIDS

With the introduction of new styles and colors, the Vera Bradley Kids collection is sure to make every young girl feel extraordinary. The collection features classic shapes and colors for styles beyond compare. For girls between the age of 6 and 10 years old, the latest Vera Bradley colors will make her feel unique and special.

With a two-tone gradient front, young Vera Bradley enthusiasts will fall in love with the Aster style. The uplifted rectangle eye shape adds a girly twist to the masculine-inspired frame shape with notched end pieces. While iconic and colorful Vera Bradley patterns paint the inner temples, featured spring hinges add durability and comfort to each feminine frame.



*Seamlessly combining color and style, Aster is a moderately priced frame available in Emerald Paisley and Pixie Blooms.*

## FEARSOME FRAMES

### NOUVEAU EYEWEAR TEENAGE MUTANT NINJA TURTLES

From a child's point of view, the Teenage Mutant Ninja Turtles are the world's most fearsome fighting team. Children can now connect to their heroes in a half-shell, as five more styles from the Teenage Mutant Ninja Turtles Eyewear collection by Nouveau emerge from the shadows, ready to take on the active lifestyle of kids.

Designed for boys and girls in elementary school, the Ninja Turtles optical collection takes on a sporty look with a mature color palette in both acetate and metal frames. With turtle attitude, character art of Leonardo, Michelangelo, Donatello or Raphael lurk along the inner temples, while classic design elements face outward for a more sophisticated look. In response to consumer demands, Nouveau introduced more styles for girls with the addition of brighter colors and feminine shapes.



*The Ninja Turtles optical collection not only allows kids to bring their favorite hero with them wherever they go, but gives them sophistication and class with sleek rectangular frames with subtle pops of color.*



## TWIST 'N' TURN

### REM EYEWEAR CONVERSE ALL STAR KIDS

Designed for the young rebellious mind, the new Converse All Star Kids collection pushes boundaries and provides a blank canvas for creativity. Combining high quality and reliability, the collection has the on-trend tastes and freedom of personal expression that today's younger generation demands.

Keeping that in mind, young consumers can now change their eyewear on a whim with the new Twist 'N' Turn Temples for Converse Kids. Twist 'N' Turn Temples can be turned around, revealing a new fun color. Creating new opportunity for constant self-expression among Converse aficionados, the Twist 'N' Turn Temples are relevant in an age where one's personal style varies from day-to-day and customization is a must.

The new Converse Kids collection celebrates the spontaneity of youth with easy-to-wear shapes, energetic colors and irreverent designs. Showcasing premium craftsmanship, each frame is also handmade and fastened with authentic riveted five to eight barrel hinges.



*The new Twist 'N' Turn Temples for Converse Kids are offered in the K020 (top) style for boys and in the K022 (bottom) style for girls.*

## BE EXPRESSIVE

### REM EYEWEAR LUCKY BRAND LUCKY KID

In line with Lucky Brand's reputation for outstanding quality, the new Lucky Kid's collection adds excitement with bold new designs and color techniques making them the finishing touch to any child's back-to-school look.

From vibrant colors to classic neutrals, the collection lets kids explore the possibilities of expression and develop his or her own unique style. With ahead-of-the-curve design elements like cutaway two-layer laminated acetate with vibrant colors, silkscreen printed patterns and flattering silhouettes, the collection is cool, clever and full of fun. Final details include a "Lucky Me" plaque placed on the inner temple, Lucky Brand branding and cute clover logos on the temple tips.

From the end piece to the temple tips, style D700 features a colorful silkscreen printed leopard pattern that brings out any girl's inner wild child. While style D702 is stylish and cool, this cat eye frame showcases the edgy two-layer laminated acetate for a sophisticated look.



*With feminine cat eye shapes, the contrasting colors of style D700's (top) front and temples adds drama and flair, whereas style D702 (bottom) marbled two-layer lamination is classy, yet youthful.*





*Featuring a harmonizing transparent front, these glasses look virtually invisible on a toddler or infant's face, whereas more lively colors are available for older children. For added design, select styles feature cute graphics, such as a cartoon cat or car.*

## MORE THAN MEETS THE EYE

### SAFILO KIDS BY SAFILO

Designed for children's needs and parent's expectations, Kids by Safilo is a groundbreaking ophthalmic collection with a medical-scientific approach focusing on safety, comfort, fit, resistance and aesthetics.

In collaboration with the Società Italiana di Oftalmologia Pediatrica (SIOP), the Kids by Safilo collection complies with all of the design guidelines of the World Society of Pediatric Ophthalmology and Strabismus (WSPOS). Engineered with advanced technologies and bio-based, hypo-allergenic and washable materials, this collection offers the ideal blend of innovation and comfort for newborns to 8 year-old children.

Designed to be flexible and safe, the frame construction includes soft rubber moulded over the internal temples and bridge as well as high-performance polymers for the front and temples. The glasses are also lightweight and stable due to the presence of a lower bridge and to the special design of the temples which feature a horizontal bend. An enhanced front design enables the lenses to cover the children's entire field of vision, ensuring effective correction.

## KEEP YOUR EYE ON THE BALL

### WILEY X YOUTH FORCE

After protecting the eyes of many hard-working Americans for over 25 years, Wiley X launches its first Youth Force Sports Protective Eyewear line. The collection of four new models provides a range of frame sizes, styles and colors to meet the needs of young athletes coast-to-coast.

With the simple push of a button, these innovative frames can change from spectacles to goggles by replacing the temples with an included adjustable elastic strap.

In addition, all Youth Force glasses meet the ASTM F803 Sports Protective Eyewear standard, delivering state-of-the-art protection while young athletes, between the age 6 and 13 years old, participate in a variety of sports. For athletes who need vision correction along with advanced eye protection, these frames are Rx-ready. Wiley X's advanced Digiforce digital Rx lens technology also ensures superior prescription accuracy and clarity, along with the widest possible field of clear vision.



*In eye-catching colors, the functional and stylish Youth Force line consists of four models, the WX Flash, WX Victory, WX Fierce and WX Gamer, each designed and built based on years of experience providing vision protection under the world's most challenging conditions.*