



FOR KIDS, TEENS AND IN-BETWEENS

AVALON EYEWEAR K12 STYLES FOR YOUTH

Avalon Eyewear's K12 kid's collection is made for the cool, tough and cute. The new line consists of colorful, comfortable, durable and affordable eyewear styles for children. The collection features fun and bold color combinations such as Tokyo tortoise/yellow, tortoise/turquoise and raspberry/streak for the kids who want to make a statement, and also offers classics such as matte black, black/blue, navy and brown/wavy for kids who are more subtle with their swag.

For the outdoorsy, sportier children, K12 is designed with forgiving materials—including Sureflex—that will make it through any after-school activity. Whether it's paint splatter, stripes, plaid or waves, each style is made to reflect a child's personal style. With both thin and thick frames, the K12 Eyewear Generation gives kids, tweens and in-betweens a chance to express his or her personality. Geared for safety and comfort through technical design, each style comes with a signature eyewear case.



The different color combinations, flexibility and overall versatility of K12 Eyewear Generations is sure to be a favorite among kids who love eye-catching eyewear.

TECHNOLOGY FOR A COMFORTABLE FIT

CLEARVISION OPTICAL DILLI DALLI

Delivering safety, durability and comfort in an affordable collection parents and ECPS have come to trust, Dilli Dalli eyewear revolutionizes the world of pediatric eyewear with its IntelliFlex multi-action hinge technology combined with innovative Soft Touch material.

The proprietary Soft Touch material provides the strength, flexibility and high performance of rubber, yet with a pleasant, "soft touch" feel. The one piece, lightweight design has no metal or separate moving parts, and therefore, no need for hinge screws. IntelliFlex Soft Touch's unique multi action, flexible temple design acts like a spring hinge.

The collection's standard optical "V" groove design, which is deeper than typical pediatric frames, eliminates the possibility of lenses popping out of Dilli Dalli frames with IntelliFlex Soft Touch models. The frames are also designed with built up, flared nose pads to provide a superior, comfortable fit for very young children whose bridges are not yet fully developed.



Dilli Dalli's IntelliFlex technology and Soft Touch material allows for durability, assuring that parents with the most experimental toddlers get enough bang for their buck.



Made for the super active, carefree tween, the Champion Eyes Tween 180 Collection is designed to endure any teenage whim.

COMBO OF FLEXIBILITY AND DURABILITY

L'AMY AMERICA CHAMPION EYES TWEEN 180

L'Amey America introduces the Champion Eyes Tween 180 Collection, the perfect ophthalmic frames designed for the sport-minded, active youngster. All frames feature Champion's exclusive "180 degree PowerFlex" hinge system—a heavy gauged stainless steel hinge system that allows the temple to flatten into a 180 degree position to the frame front.

The frames are made of corrosion resistant stainless steel, with soft-polished handmade acetate that offers parents a strong quality-to-value ratio, and will weather the growth spurts and changing skin chemistry of the soon-to-be teenager. Rich, colorful tortoise and bold pops of sport color characterize these ultra-comfortable designs. With a total of 33 skus, the Champion Tween 180 PowerFlex offers fashion, quality and value.

Combine the collection with L'Amey America's total kid coverage three-year warranty to give parents complete peace of mind. L'Amey America will replace any kids frame—free of charge—with the same frame (lenses not included), or one from the collection.

PLAYFUL PATTERNS AND COLORS

LAFONT POUR LES ENFANTS

Lafont is offering two new playful designs from their Lafont Pour Les Enfants collection. The new models, Tic and Tac, are made of acetate and come in two different shapes—pantos and rectangular—respectively.

The new silhouettes offer girls, 7 to 12 years of age, a fun frame for back-to-school. Offered in six unique colors ranging from traditional tortoise to bright red, the frames are accentuated by playful patterns such as stars, flowers and polka dots.

With over 200 colors and patterns in Lafont's vast color library, chief designer Thomas Lafont pays special attention to the color palettes offered for children. "I always keep in mind the final wearer of our frames, for parents and children alike, wearing optical frames should be a pleasure."

Designed in Paris and hand crafted in France, the Lafont Pour Les Enfants collection never compromises on style or craftsmanship.



Handcrafted in France, Lafont Pour Les Enfants comes in pantos and rectangular shapes as well as bold colors for the kids who want to make a statement.



FOR YOUR JUNIOR

LUXOTTICA RAY-BAN JUNIOR

For over 75 years, Ray-Ban has been at the forefront of style, culture and self-expression. Its timeless and iconic styles coupled with its passion and unique history has made it a popular eyewear brand around the world.

In 2003, Ray-Ban added the Junior Collection both in optical and sun, dedicated exclusively to kids, ages 4 to 12 years old. Made for future rock stars, Ray-Ban Junior features the adult iconic-inspired styles in kid friendly sizes, materials, colors and lenses, with modern finishes and unique designs for trendsetters in the making.

The line focuses on maximum eye protection, high quality lenses, while providing stylish, comfortable frames. Today, Ray-Ban Junior has expanded to over 16 sun styles that are made from acetate, metals and flexible nylon fiber materials. Ray-Ban Junior offers light, comfortable frames made to stand up to the most active style seekers.



Inspired by the adult line, the Ray-Ban Junior collection is perfect for the tyke who likes to match his or her parents' eyewear.

FOR HIM AND HER

MARCHON NYC JUNIOR

For kids, summer is all about endless fun and nothing should get in the way, including their eyewear. With a cool color palette and playful design, the new Marchon NYC Junior eyewear collection is equipped to keep up with their every move.

Estella is a modified teacup shaped frame for girls, featuring crystal clear temples that are embellished with a colorful double-sided star pattern she'll love. The large stars featured on the outside of the temples are the same color as the frame front, while the inside small stars are finished in a different color for a pop.

Derek, a cool and sophisticated frame for boys, has a flat metal front paired with standard bottom eye wire making it Rx-ready. Featuring hand-made double layer acetate, two cut out circles on the temples reveal a bright interior accent color for a playful, edgy look he can't resist.



Just in time for summer, models Estella and Derek are for the kids who are trendy no matter the season. These lightweight frames, complemented by the bright colors, are sure to keep toddlers stylish all summer long.



FLOAT LIKE A BOSS

MATCH EYEWEAR FLOAT KIDS

This year's Float Kids collection from Match Eyewear is designed for the savvy, mini-hipsters who call the shots and take charge of their eyewear. The new collection—comprised of six new styles for boys and girls—offers a selection of metal and acetate frames to cool kids who rule their styles #LIKEABOSS.

Match Eyewear president Ethan Goodman, understands that children want to mimic their parents at a very young age, which is why Float Kids combines grown-up designs with fresh and fun styling to create distinct looks for kids to call their own. "Giving them the choice to follow their first mentor empowers kids and plays a vital role in their personality," he said.

Sturdy and durable to keep up with a young adult's active lifestyle, Float Kids glasses are carefully crafted from premium quality materials and components ensuring maximum comfort, safety and durability for cool, active kids ages 4 to 16.



For the kids who are more hands-on when it comes to picking frames, the Float Kids collection offers multiple choices—from frame fronts to temple patterns, Float Kids has a pair for the pickiest toddler as well as the fashionista teen.

ACTION PACKED EYEWEAR

NOUVEAU EYEWEAR TEENAGE MUTANT NINJA TURTLES

Featuring modern and traditional designs, the Teenage Mutant Ninja Turtles line from Nouveau has been a hit with patients since its 2014 launch. This year's new offering adds more styles for girls and trendier shapes for boys. Moxie, the new style for girls is a full-rim plastic frame that comes in black or purple; while Prankster, for boys, comes in blue and orange. Every piece in the Teenage Mutant Ninja Turtles Eyewear collection features official artwork of the Turtles inside the temples.

Since relaunching in 2012 on Nickelodeon, the Ninja Turtles have been discovered by a new generation of fans and now earn over \$1 billion in annual revenue. From 1988 to 1997, Playmates produced around 400 figures, as well as dozens of vehicles and playsets. For the first four years of Turtlemania, about \$1.1 billion worth of toys were sold, making the Turtles the #3 top-selling toy figures ever at the time, behind only G.I. Joe and Star Wars.



The Teenage Mutant Ninja Turtles collection offers Moxie and Prankster—two new fun-filled frames for the girls and boys who are fans of the legendary cartoon.



ALL STAR EYEWEAR

REM EYEWEAR CONVERSE ALL STAR KIDS



With the girly colors of style K401 (top) and the edgier patterns of style K100, Converse All Star Kids eyewear is sure to have a pair for every all star.

The Converse All Star Kids eyewear collection is the perfect hybrid of style, durability and rebellion. Designed especially for rebellious minds, the collection pushes boundaries and provides a blank canvas for creativity.

For Converse Kids, ages 6 and up, going to elementary, junior high or high school, these frames have colorful details and a hip, modern style that will set them apart from their peers. Standout details include patterns ranging from a Converse camo to an acid-etched splatter, and signature elements such as the Converse logo stamped on temples, creating a cool surprise of graphic design for the budding Converse aficionado.

Also, the spring hinges—found on all Converse kids frames—function to provide essential comfort and strong flexibility. Available for purchasing now, every kids' frame comes with REM's exclusive Kid's Promise total eyewear warranty, with a 100 percent unconditional coverage against loss and breakage for one year after purchase.

LUCKY FOR KIDS

REM EYEWEAR LUCKY BRAND LUCKY KID

Lucky Brand is an authentically American brand. Founded in the heart of Southern California it embodies the free-spirited and laidback California lifestyle with vintage-inspired touches in its collection of apparel, shoes, accessories and jewelry for men, women and children.

Influenced by the Lucky Brand adult optical line, the kids' launch collection reflects the same free-spirited and laid-back lifestyle of Southern California, with personalized touches and playful details. Designs and color schemes, such as pink tortoise and purple, are bold enough to show personality but still practical enough for everyday wear. The handmade acetate frames or metal options provide durability for active little ones.

Available for purchase now, the Lucky Kids collection is moderately priced and every kid's frame comes with REM's exclusive Kid's Promise total eyewear warranty, with a 100 percent unconditional coverage against loss and breakage for one year after purchase.



Lucky Brand's style D705 (top) is made for those who desire a thicker, fashionable frame and want to mix and match. For those who want a lighter, more classic feel, there is the stainless steel-made D803.



Unlike other collections, Kids by Safilo isn't derived from an adult line; it's a product of research done to determine how children interact with eyewear. The collection is still stylish and playful, but with modifications made to ensure the child's comfort.

WITH KIDS TOP OF MIND

SAFILO KIDS BY SAFILO

Kids by Safilo, an eyewear collection for children ranging from newborns to eight years of age, was designed with the growing and changing shape of children's heads as a priority.

Comprised of six styles, Kids by Safilo is engineered with a frame front that covers a child's full field of vision, advanced technologies and materials to suit children's specific eyewear needs—so glasses don't weigh on the nose or hurt behind the ears.

The frames were designed with a lower nose bridge and straight temples with a horizontal bend to "hug" the child's head without applying any excessive pressure. Fashionable, comfortable, durable and lightweight, the collection is safe from sharp edges and made of bio-based materials that are washable, hypoallergenic and non-toxic.

These eyeglasses were designed and manufactured with a medical-scientific approach with the Italian Society of Pediatric Ophthalmology (SIOP-ISPO) and meet the design guidelines of the World Society of Pediatric Ophthalmology and Strabismus (WSPOS).

SPORTY. FUNCTIONAL. STYLISH.

WILEY X YOUTH FORCE

The Youth Force Sports Protective Eyewear line marks the first time Wiley X has developed eyewear specifically for boys and girls. The Youth Force line, designed for children 6 to 13+, consists of a variety of 12 colors in four models—the WX Flash, WX Victory, WX Fierce and WX Gamer.

Each style shares innovative features that enhance performance, comfort and versatility. All Youth Force glasses are designed to quickly change from spectacles to goggles; the simple push of a button allows wearers to easily remove the temples and replace them with the included adjustable elastic strap.

In addition, All Youth Force frames are Rx-ready making them ideal for young athletes who need vision correction along with advanced eye protection. In keeping with Wiley X's eye protection history, all glasses meet the ASTM F803 Sports Protective eyewear standard, delivering protection for young athletes participating in a variety of sports.



Wiley X brings WX Flash, Victory, Fierce and Gamer for the fearless and athletic children who will not let eyewear stop them from being active.