

INVISION[®]



JULY / AUGUST 2015
THE MAGAZINE FOR THE AMERICAN
EYECARE PROFESSIONAL

IT'S FINE TIME

FIRST PLACE
**Oakland
Vision Center
Optometry**

MEET THE
WINNERS OF
**THE AMERICA'S
FINEST OPTICAL
RETAILERS
CONTEST**

+ SECOND PLACE
Eye Candy Optical

THIRD PLACE
**LaFollette Eye Clinic
& the Eyewear Gallery**

FOURTH PLACE
Eyes & Optics

FIFTH PLACE
Art of Optiks

(PLUS FIVE MORE
"FINE-ALISTS")



THE CHAMP

DR. TANYA GILL of Oakland
Vision Center Optometry
wears I.a. Eyeworks

**All prices MSRP, except where noted.*

NO SMALL THING

WITH BACK-TO-SCHOOL SEASON UPON US, NOW'S THE TIME TO STOCK UP ON FRAMES

A little goes a long way. That's true of many things in life, and with back-to-school season on the horizon, it's time to freshen the frame offerings for your youngest customers. Great kids' eyewear is on the rise from high-end to value, with many brands launching or adding to their children's lines. The latest children's models offer more than meets the eye, too. Start with flattering tones, logo treatments and decorations. Then discover the hidden benefits: These are tough eyeglasses, each one built to endure a little more than the average adult frame. Look for flexibility, robust construction and lots of design details for improved comfort and fit. — **CLODAGH NORTON**

\$410

MYKITA FIRST

The German design brand has unveiled its debut kids' line. Model Panda is stylish in shape, bold in color and strong in stainless steel. Seven unisex models are designed for children ages 8 and up.

(973) 669-0063
mykita.com



\$110

SUPERFLEX

One of eight new fun and functional styles for back to school 2015, model SFK-137 is a vibrantly colored look for girls, with a subtly patterned pretty matte front contrasting with translucent temples. In acetate with spring hinges for active kids.

Eastern U.S.: (855) 455-0042
westgroupe.com
Western U.S.: (866) 604-5700
classique-eyewear.com

FLEXON

The popular memory metal frame is now available in kids' models. Durability is the key: A metal front pairs with stainless steel temple cores hugged by a rubber temple sleeve. In cool camo-patterned colors for ages 3 to 10, including model Trek, seen here.

(800) 645-1300
marchon.com



\$175

KIDS BY SAFILO

Designed to be discreet on a young child's face and built for lightness and stability, Safilo model SA 0001 aims to meet the specific needs of young eyeglass wearers, with lenses that cover the entire field of vision and frame materials that are flexible, stable and washable.

(800) 631-1188 | safilo.com/kids



\$98



\$149

TED BAKER

The British brand's "Just Kidding" line showcases state-of-the-art high definition printing, with a detailed custom floral print decorating girls' model B934. The rectangular shape has a modern twist and playful color palette in pink, green or purple. A crystal front softens the vibrant second layer.

(800) 242-8872 | tura.com

**All prices MSRP, except where noted.*



\$169

Ogi KIDS

Ogi's model **OK316** embraces its parent model (Ogi Eyewear 9206) in every way. This flattering cat's-eye shape mixes with bold neon coloring to create a fun and playful look for the young trendsetter.

(888) 560-1060 | ogieyewear.com



\$99

MODERN OPTICAL INTERNATIONAL

Model **Kite** flies high with wide appeal. A stainless steel unisex shape with subtle geometric pattern on the temples, the style also has built-in spring hinges and silicone nose pads. In blue, brown or plum.

(800) 323-2409 | modernoptical.com



NANOVISTA OPTICAL

In Siliflex for flexibility and wear, NanoVista model **Goty** has twist-proof hinges, temples featuring Curving Rubber technology and no metal parts. With a removable headband system, the frame offers perfect versatility for the most active children.

(888) 399-7742
alternativeeyes.com

\$130

**TC CHARTON
KIDS**

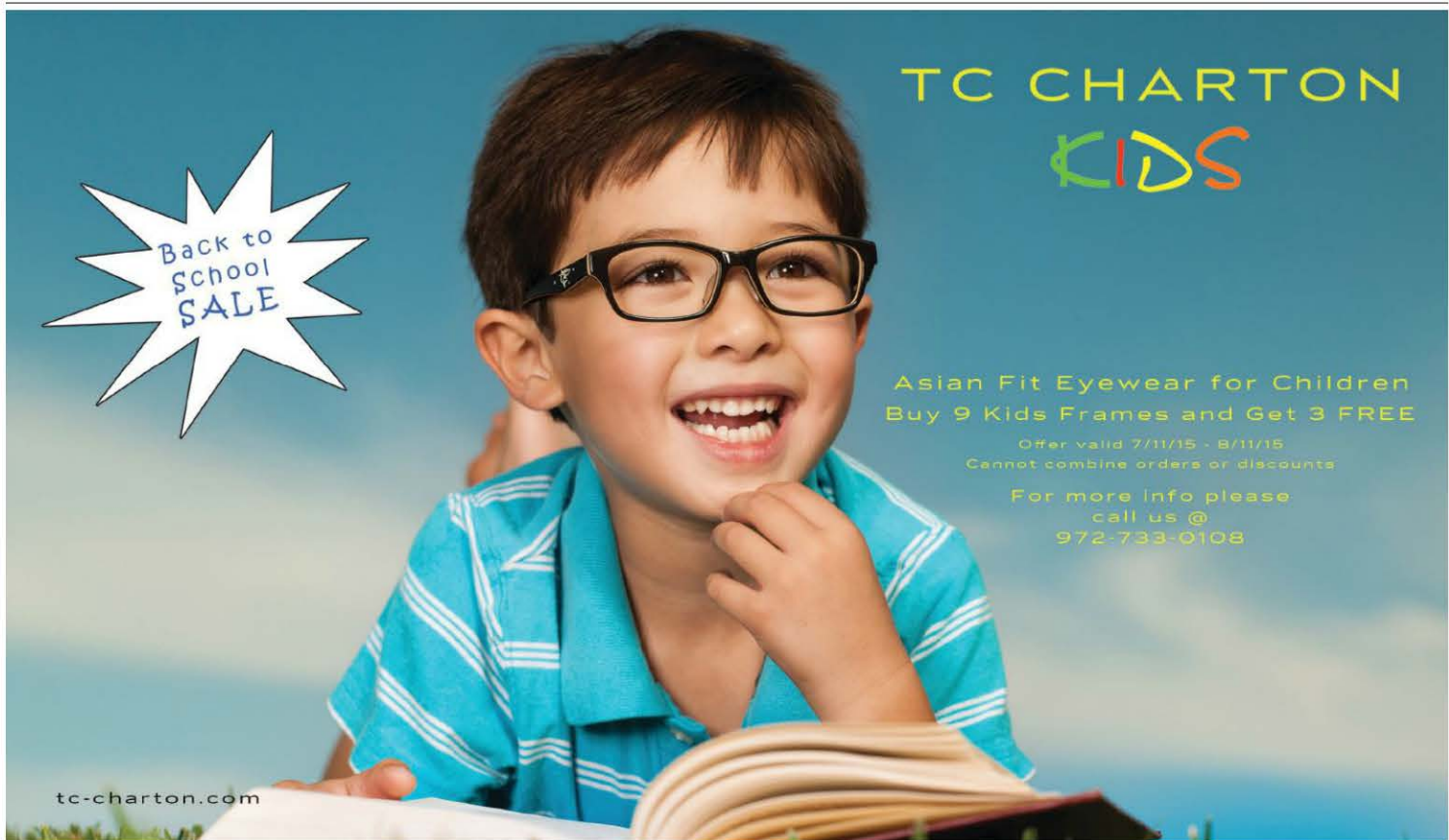
Asian Fit Eyewear for Children
Buy 9 Kids Frames and Get 3 FREE

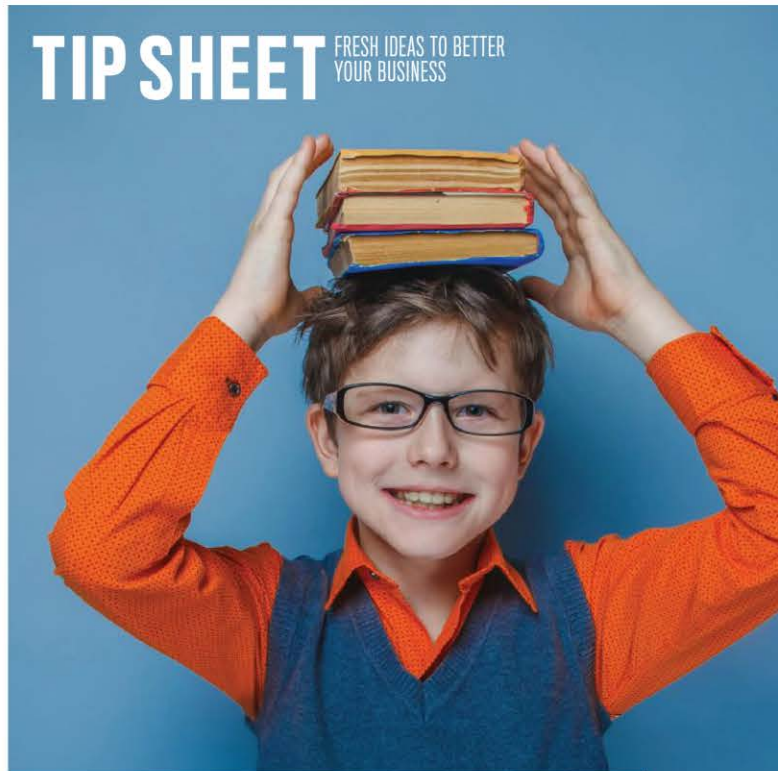
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Cannot combine orders or discounts

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TIP SHEET FRESH IDEAS TO BETTER YOUR BUSINESS

EARN HIGH MARKS WITH EYEWEAR TIPS

→ It's back-to-school time, which means it's an ideal season to market to families. Beverly Suliteanu of WestGroupe (maker of SuperFlex Kids eyewear) suggests seven points to share with parents as they prepare to send their children back to class:

1. Have your child fitted by an eye-care professional to ensure clear vision and comfort.
2. Proper fit means glasses do not slip or leave red marks on the nose or around the ears.
3. Choose a size that will fit for the next six to 12 months to avoid slip-page that could change visual acuity.
4. Choose frames with spring hinges for added flexibility.
5. Have a back-up pair since kids tend to play rough and leave belongings behind.
6. Let your child have a say in choosing their frames and reinforce that their glasses are a fashion accessory so that they will feel confident wearing them.
7. Polycarbonate lenses are a good choice for kids: lightweight and resistant to impact and UV rays.

GET THOSE PICS ON FACEBOOK

→ Over the last year, Facebook has made it much more difficult for brand pages to reach the news feeds of their followers (without paying, that is). Facebook is insisting you earn your access: The more interactions a post receives, the more fans will see it in their news feeds. And what do Facebook users like? Social media analytics tool Quintly monitored over 70,000 pages and 49 million posts and found that photos had an average of 1,358 interactions per post, compared to a range of 250 to 600 for status updates, notes and offers. So, get more active with those photos, inspirational quotes and infographics.

TAKE YOUR BUSINESS BACK TO COLLEGE

→ Want fresh perspectives on how you're managing your business? Offer your store as a model for a small business class at your local college. "You can gain great value from volunteering your business for a university class as a 'working-study,'" says Duane Thomas, on his business blog EdYouCation. Just be sure to wear your thickest skin as your decisions can, and will, be challenged.

ADVICE FROM A LITERARY GIANT



→ "Frames are where the money is." So says no less a sage than Kurt Vonnegut in his 1969 masterpiece, *Slaughterhouse-Five*. The book is also notable in that protagonist Billy Pilgrim may be the only optometrist ever to appear in a literary classic. And despite the fact that he spent his last year at optometry school in a mental hospital, his belief that time is not linear, and that death is meaningless because the person who died still exists in other points of time, Billy is a highly successful optometrist. Looking for summer beach reading? Start here.



TRY AN ANTIQUE TWEAK

→ Connect with the history of our profession with a display of antique optical gear, like this one from Heather Stearns of Fields of Vision Eye Care in Lebanon, NH, who shared this photo on Daily-Optician.com. It's a cool way to add atmosphere and build your cred as a true devotee of the eye-care business — and as Stearns notes, "the display consistently sparks a dialogue with patients."

ADD FUN EVERYWHERE

→ Smart eyecare pros look to add flair and personality to every area of their business. Exhibit 43708-A (left): this cute "Contact Us" page from Dr. Maria Higgins of Unique Optique in Frederick, MD. With just a small twist, Unique Optique has transformed an often-dull page into something way more interesting.



DON'T BE A KNOW-IT-ALL

→ Want to make better business decisions? Learn to say "I don't know" more often, recommends *Freakonomics* author Stephen Dubner in his latest book, *Think Like a Freak*. "Nobody wants to look like an ignoramus — but it's hard to learn anything if you pretend you already know the answer," he says. Once you concede you don't know the solution, you can start testing new ideas and gathering feedback, he adds.