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# 20/20



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# EYE GOT GAME

SPORT EYEWEAR  
DARES YOU  
TO DO IT

Triathlete Max Fennell:  
"Rudy Project is top-notch"

A SPECIAL L&T FEATURE ON THE SCIENCE BEHIND  
COLOR ENHANCEMENT by BARRY SANTINI >39



LT

### TRANSITIONS PARTNERS WITH NATIONAL GEOGRAPHIC

After debuting its “See Life Through a New Lens” public relations and social media campaign earlier this year, **Transitions Optical** has formed a partnership with National Geographic. The program, which utilizes photography to emphasize their theme of seeing the world how it is meant to be seen, also encompasses the overall goal of the campaign by making eyeglass wearers aware of how fashionable, functional and innovative Transitions lenses are.

The program kicked off with the launch of a video on [nationalgeographic.com](http://nationalgeographic.com) featuring *National Geographic Traveler* magazine’s director of photography, Dan Westergren. In the video, Westergren shares his photography tips on capturing great images and working in various light situations while on a recent trip to Austin, Texas, where he photographed the city and its people.

“The partnership with National Geographic will allow Transitions Optical to reach a highly sought-after segment, making them aware that Transitions adaptive lenses are the original wearable technology and encouraging them to see the world the way it’s meant to be seen,” says Patience Cook, director, North America marketing, Transitions Optical.

Custom print ads featuring Westergren and National Geographic photographer Nevada Wier that display striking images and the stories behind how the photos were taken will run in *National Geographic* and *National Geographic Traveler*.

Additionally, from July through August, National Geographic will host a custom Instagram photo contest with a specific hashtag where entrants can submit their own images through Instagram. In September, the winner will be awarded an all-expense-paid National Geographic Expeditions trip to Alaska.

“Eyeglass wearers who have Transitions lenses are amazed by the technology and performance. That’s why 9 out of 10 people who try Transitions lenses love them,” Cook adds. “The National Geographic partnership will allow Transitions Optical to connect to countless new customers. Once this happens, we know we will open their eyes to what it truly means to ‘See Life Through a New Lens.’”

—Andrew Karp

## What Eye HEAR

BY VICTORIA GARCIA



► **Converse Eyewear Sponsors Mentor Event with World Pro Skiing Foundation...** In collaboration with the World Pro Skiing Foundation, **Converse Eyewear** and **Rem Eyewear** sponsored a mentoring event for young ski racers in Sun Valley, Idaho. The event seeks to create inspiration that leads young athletes to think forward to life after competition.

► **Maui Jim Adds Runner Meb Keflezighi to Ambassador Team...** As the only athlete in history to win the New York City Marathon, Boston Marathon and an Olympic medal, elite long-distance runner Meb Keflezighi has joined **Maui Jim**’s team of sport ambassadors.

► **Wiley X Supports National Youth Sports Safety Month...** **Wiley X Eyewear** supports National Youth Sports Safety Month, an annual educational and outreach effort to protect young athletes against sports-related injuries.

► **Allure Eyewear Announces Extended Partnership with Oscar de la Renta LLC...** **Allure Eyewear** has announced an extended partnership with

Oscar de la Renta LLC to collaborate with parent company **Marchon Eyewear** for the development, distribution and sales of the **Oscar de la Renta** optical and sun collections.

► **Kirk & Kirk Announces Collaboration with Eye Like...** **Kirk & Kirk** has announced its collaboration with **Eye Like**, featuring a collection produced in France and designed to sit alongside the creative independent designers that **Eye Like** supports.

► **WestGroupe Joins Industry-Wide Think About Your Eyes Initiative...** **WestGroupe** is the latest industry partner to support **Think About Your Eyes**, a national public awareness campaign designed to educate consumers on the benefits of vision health.

► **Costa And Singer Kenny Chesney Continue Partnership with New Limited Edition Sunglass Line...** Country singer **Kenny Chesney** teams up with **Costa** to create another series of limited edition sunglasses to benefit the Coastal Conservation Association (CCA), a non-profit organization dedicated to habitat creation and restoration.



# WESTGROUPE: Reintroducing FYSH UK

## ALL ABOUT ATTITUDE

WestGroupe presents its FYSH UK collection consisting of a vibrant array of fashionable frame styles aimed toward adventurous women looking for a stylish way to express their personalities through their eyewear. Unique temple designs inspired by the latest fashion trends infuse the frames with an extra jolt of character. Crafted from stainless steel and handmade acetate, frames carry subtle branding details along the temple tips and nose pads. Color combinations are custom-developed specifically for FYSH UK. To achieve dramatic dimension in the frame design, the most up-to-date technologies are employed, including laser etching, HD digital printing, fabric inlays and acid drop etching. In addition, deeper B measurements can accommodate progressive lenses.

—Patrisba Holly Zabrycki

**PHILOSOPHY:** "FYSH UK is all about fashion for your face," says Beverly Suliteanu, VP product development at WestGroupe. "The collection is designed for the woman who embraces her own spirit and who is dedicated to making every moment count. Women who love life, love fashion and love expressing their personal style through their eyewear."

**MARKETING:** Merchandising materials include coffee table brand books, counter cards, double-sided banners, mirrors, single and four-place display stands and an acrylic logo plaque.

**PRICE POINT:** \$\$\$

**CONTACT:** For additional information, contact WestGroupe, (855) 455-0042; website: [www.westgroupe.com](http://www.westgroupe.com), [www.fyshuk.com](http://www.fyshuk.com)



INOSIGHT

FYSH UK is fashion eyewear for women, designed for those who embrace their own spirit and who are dedicated to making every moment count. Combining key fashion influences with leading European eyewear trends, the beautifully designed frames come in an array of colors and patterns.



# DARING DETAILS

**20/20 INSIGHT:** Although they are not always visible to the naked eye, a piece of eyewear can possess small, intricate details that allow wearers to emit individuality and personality. From dazzling crystals and textured temples to more obvious flash lenses and animal prints, details are what make each frame a unique work of art. —VG



**HILCO:** Legend

Customers seeking a basic wrap sporty sunglass that delivers superior optics.

**Sizes:** 58/16 (125); 65/16 (125) **Pricing:** \$\$

**(800) 955-6544/www.hilco.com**



**RODENSTOCK:** Porsche 8592

Customers looking for an ultra-modern design and technical features including flexible temples and an innovative folding technique.

**Size:** 51/18 (145) **Pricing:** \$\$\$\$\$

**www.rodstock.co.uk**

**EASTERN STATES**

**EYEWEAR:** Diva 4185

Women searching for an elegant acetate sunglass style with jewelry-inspired details and Austrian Swarovski crystals.

**Size:** 56/16 (145) **Pricing:** \$\$\$\$\$

**(800) 654-3710/www.eseyewear.com**



**WESTGROUPE:** Fysh 3536

Those in need of a textured, modified retro-shaped frame with a translucent hue and stylish geometric press pattern.

**Size:** 51/18 (140) **Pricing:** \$\$\$

**(855) 455-0042/www.westgroupe.com**

**For western states within the U.S., contact Classique Eyewear, (866) 604-7500/www.classique-eyewear.com**



**ZYLOWARE:** Daisy Fuentes Brenda

Women searching for a fun, vibrant full-rimmed frame with understated colors and animal prints.

**Size:** 52/17 (140) **Pricing:** \$\$

**(844) 995-6226/www.zyloware.com**

