

MILLENNIAL INFLUENCE

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The Women in Your Life

Think you know her? Think again. She can be fickle. She can be firm. She knows what she wants... and... you better listen up.

—James J. Spina with contributions from Victoria Garcia

Selling Eyewear for Women? Don't Goof up!

1 You aren't just up against other eyewear retailers. You are up against all retailers. Women shoppers need to be treated with the respect of knowing that there are lots of "things" out there they want and adore. You need to make sure they want and adore the eyewear you are presenting.

2 It's not about fashion. It's about style. Hers is very individualistic. Never underestimate that sense of specific.

3 You can pretty much forget the "age" demographic. When it comes to eyewear these days, women can be generalized by only one specific rule: They want hot specs.

4 Have you ever met a woman with just one pair of shoes, one scarf or one hand-bag? No way... so... multiple pairs and that next step of a great pair of sunglasses need to be your order of any day.

5 Independent eyewear brands... Designer brands... Lifestyle brands... Sport brands. The key word here is... brands. She is at top speed here, and you better be up to the chase.



From top:
TAYLOR 147 from Teka Eyewear;
FYSH 3529 from WestGroupe

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