


LAS VEGAS SHOW EDITION 2015 • www.ecpmag.com

EYECARE PROFESSIONAL

magazine



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Vision Expo West
Suite# 36-108

International Vision Expo Las Vegas 2015



Fusion Eyewear



Eyes of Faith

FYSH



Hilco

Eight To Eighty Eyewear

Booth: 13048

When opening a new account ask your salesman for the one time discount of 10%.

Encco Display Systems

Booth: 24064

10% show discount on EVERYTHING!
Raffle for an Ice Cube display!

Eschenbach Optik Of America

Booth: MS11031

Multi Focus Readers feature 3 different strengths in 1 pair of readers! No more taking readers off and on throughout the day! Purchase any 5 of the new Multi Focus Readers and get a 6th pair FREE! Purchase any 10 of the new Multi Focus Readers and get 2 pairs plus a 4-piece display FREE!

Essilor of America

Booth: LP11065

A pioneer in the development and production of ophthalmic lenses, Essilor manufactures optical lenses under the VARILUX®, CRIZAL®, TRANSITIONS®, XPERIO UV™, and other Essilor brand names.

Euro Vision International

Booth: G22042

FREE PERRY ELLIS 3.4 oz. mens fragrance with your Expo order if minimums satisfied.

Eye Designs

Booth: 16076

We are giving away 5 Travel Vouchers to visit our new optical and exam showrooms and manufacturing facility. Stop by booth #16076 with your plans or renovation/remodel ideas and enter to win!

Eyecom

Booth: MS12055

Intel® Celeron™ and Pentium™ Quad Core processors offer speed and efficiency for responsive performance whether you're surfing the web, writing a paper or uploading photos.

Eyes of Faith Optical

Booth: 14048

Save an average of 30% when you choose 20+ frames from all Eyes of Faith collections. Drop a business card, pick up a free packet of delicious locally-sourced, fair trade coffee (while supplies last).

Facade

Booth: 22102

Free pair of glasses is offered for participants of on-site photos/videos taken with Facade products of choice and a short feedback (certain limitations apply, limited supplies available, giveaway on a first come — first serve basis). Please note: Free products will be shipped after the closing of the expo.

Fashion Optical Displays

Booth: 16052

Come by our booth for a chance to win a \$500 gift certificate, good towards any of our products. Get 15% off select new products on display at our booth.

flexsee

Booth: 23099

During the show phone cases will be free with flexsee reading glasses.

Floats Eyewear

Booth: 22112

Purchase of 24 pieces get new display, FREE!

Fortifeye Vitamins

Booth: MS2036

Receive a 20% discount on all orders placed at the show.

FoxFire Systems Group

Booth: MS4052

FoxFire Systems Group provides one of the most efficient and customizable software solutions, specific to the eye care industry. FoxFire is offering \$1,000 off our leading EHR software. Stop by the booth to learn how we can help improve your patient care management!

Freedom Meditech

Booth: MS2066

The CLEARPATH DS-120 (FDA cleared) detect autofluorescence on the lens of the eye. A test takes six seconds, is non-invasive and does not require fasting. Standard blood tests require blood draw and assay materials, and creates biohazard waste. Lens autofluorescence test may benefit individuals with an aversion to blood draw.

Freedom Scientific

Booth: MS12034

The RUBY XL HD video magnifier provides sharp, magnified images for your patients with macular degeneration or other conditions. Come to booth MS12034 in the Low Vision Pavilion for a free demonstration, and to find out how you and your patients can benefit from these new devices.

Fusion Eyewear

Booth: G23005

Lotho reinvents classic yet modern shapes. Using Japanese acetate, this collection is a unique blend of color combinations and high style, a perfect fit for the independent boutique eyewear market. Join us for champagne in The Galleria to see the new releases, including an exclusive Limited Edition piece.

FYSH UK

Booth: 18023

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.

Getwell EHR

Booth: MS3042

Vision Expo West special, receive a Google Chromebook when you sign on during the show. Experience matters the most, and this notebook will optimize how you use your new EHR.

International Vision Expo Las Vegas 2015



Jonathan Paul

Global Optique

Booth: 21057

Buy Any Prime Product for \$9.95 each (Min. 50 PCs) Buy Any 50 PCs of Premium Product, Get 25 PCs FREE (Excluding Kishimoto, Equal or Lesser Value)

Hand Painted Eyewear

Booth: G24000

Buy 12 of the Hand Painted frames and get 12 more frames for free.

HEINE USA

Booth: MS9046

Register at our booth for a \$150 Manufacturer's Rebate Check when you purchase any configuration of our OMEGA 500 LED Binocular Indirect Ophthalmoscope. Special pricing for the BETA 200 Ophthalmoscope and BETA 200 Retinoscope hand held instruments.

Hilco

Booth: LP11086

Hilco, Wilson Ophthalmic and OnGuard offer the most complete line of optical professional tools, consumer accessories, including Croakies eyewear retainers and Vision Protection products.

Hoya Vision Care

Booth: LP6087

HOYA Vision Care manufactures ophthalmic lenses and treatments. Complete eyewear includes: Distortion Free Optics. Products available through HOYA Optical Labs and Authorized Distributors.

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Booth: The Suites

Sunglasses and prescription frames made out of acid-cut stainless steel, weighing an average of 21 grams. The Silmo Award-winning screwless hinge allows the temples to snap easily into the front, which enables simple lens changes. High fashion designs provide both traditional and modern looks.



HOYA Free-Form Company

I Wear America

Booth: 20125

Ongoing raffle for FREE frames!! Receive 10% discount on show orders, including current promotions.

iMatrix

Booth: 24113

iMatrix is a leader in mobile-friendly websites and other Internet marketing solutions, including PPC and search engine optimization (SEO), for every budget and every need. Plus, take the Website Challenge for your chance to win a fantastic prize!

Jonathan Paul

Booth: 13054

If you are interested in opening a new account we can get you started with a great deal: Buy 6, get 6 free w/ free display + free shipping. Buy 12, get 16 (get 4 free) - any current accounts. If you currently have an account with us, stop by a special deal: Buy 12, get 4 free (16 fitovers total). Buy 6, get 6 free w/ free display and free shipping - new accounts.

K&Y Diamond

Booth: LP5106

K&Y Diamond will extend a 15% discount for all mono-crystalline diamond tools purchased before September 30th 2015 for show attendees.

KleerSpex

Booth: 25057

KleerSpex is offering 50% of the one time set-up fee for new customers who place an order at the show. Purchase 7 gross of KleerSpex Professional Lens Cleaner and receive a one gallon refill jug and pump at no charge. Shipping not included.

Kliik Denmark

Booth: 18023

KLiik denmark is a collection of fashion eyewear designed for the petite consumer who understands the connection between style and statement. Frames that seamlessly



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marry straight and curved lines create KLiik denmark's upscale, edgy look that takes seeing and being seen to a level of distinction.

L&L Optical

Booth: 13052

Glittering and finely detailed diamond styles not to miss.

Liberty Sport

Booth: 20025

Liberty Sport is the recognized leader in 100% Rx-able protective and performance sports eyewear and is proud to be the Complete Rx Sport Vision Resource. Stop by and let us help you get into the fastest growing business opportunity in the optical industry today— Rx'able Sports Protective Eyewear.

Live Eyewear

Booth: 21065

Exclusive upgrade offers for existing Cocoons Clip-Ons authorized dealers! Visit us at booth 21065 for additional details on upgrading your Cocoons Clip-Ons program with our new introductions for 2015 and a new fitting kit!

Logo of the Americas

Suites

Special promotions including FREE SHIPPING, GIFT CARDS, and FREE FRAMES will be offered in Suite 35-312 in the Luxury wing of The Venetian Hotel.

Luxottica

Booth: 16024

Luxottica is a global leader in premium fashion, luxury and sports eyewear, with a strong and well-balanced brand portfolio. Luxottica's key house brands include Ray-Ban, the world's most famous sun eyewear brand; Vogue and Persol. Stop by to see our licensed brands too!

FASHIONABLE TRENDS FOR FALL 2015

women's eyewear trends FALL 2015

Women's frames are taking off, basically on a journey all on their own! They have been featured on the runways in the spring and you can be sure they will be making a dramatic influence for the fall shows as well. Similar to the men trends, women's frames for fall 2015 will be very distinctive and dramatic. They will feature rich hues, oversized shapes and retro inspirations.

PATTERNS

On the women's side you are going to see a lot of patterns. Animal prints, rich leather, lacy motifs, houndstooth and deep swirls are immense in this upcoming season. Edgy cutouts will offer guaranteed fun for the attention seeker.

SHAPES

From the small rounds (think John Lennon) to the dramatic oversized (think bigger than Jackie O) it is all in style. The fashion forward women are going to love the hexagon shapes, the thicker the better frame styles and the enhanced cat-eyes. Think "Go Big or Go Home" for fall 2015.

COLORS

Baby blues, pale pinks, patterns and lots of vibrant color are what's hot! These vibrant colors will energize you and provide that completed look for every outfit. Don't forget the ombre lenses or semi transparent to step right into style.



Alternative Eyewear (IC9024-C1)



Georgia by Beryl Optics (PM-S-7585)



Cole Haan (CH7002 Soft Tortoise)



FYSH (3545-850)



KLiK (547-218)



Cable Temple Sunglasses by Vuarnet (VL1509)



Match Eyewear (VS1301-A216-01)

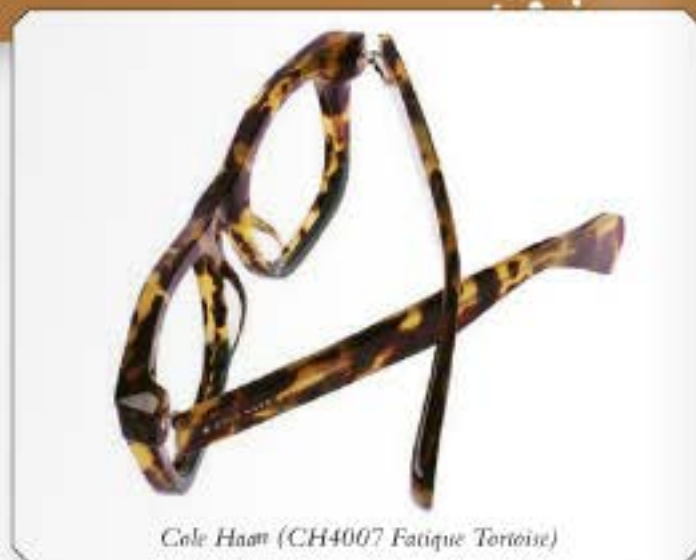


Zylence (VS Mirabella-560w)

FASHIONABLE TRENDS FOR FALL 2015

men's eyewear trends FOR FALL 2015

The men's frames for fall 2015 are all about distinction. This fall eyewear is featuring shapes that include retro vintage and the updated wayfarer to rich colors that include winter white hues, patterns and both hard and soft lines that are very distinctive. So take a look at the varying styles fit for the upcoming season – you've definitely come to the right place!



COLORIZATION

This season it is all about color. You will see frames that are free flowing with color block, rich tortoise, winter white hues, pitch black, in addition to flash and colored lenses specifically in blue and green along with intricate patterns.

SHAPES

It's the season with "Anything Goes". You will see a lot of hip and modish shapes that take us back to the 80's but with a refreshed and fun look. They are showing retro, vintage, accentuated angular frames but enhancing with vibrant pops of color on the temples.



SPORTY EYEWEAR

This style is getting a complete make-over with many different shapes from oval, square and the traditional wrap-around they are topped with brilliant color blocking. The lenses popular this season are being featured in lime green, bright blue and orange.

