



Must-See Brain Squad Sign-up

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TRUE TALES

WIGGING OUT

ONE CUSTOMER WHO JUST LOVED TO TRY STUFF ON.

ORBIT BLOGS

TODAY'S ACTION

Lure in those summer anglers with ongoing specials on fishing-specific eyewear from Maul Jim, Costa, Oakley and others.



America's Finest 2015: Mainpage



America's Finest First Place: Oakland Vision Center



America's Finest Second Place: Eye Candy Optical



America's Finest Third Place: LaFollette Eye Clinic & The Eyewear Gallery



America's Finest Fourth Place: Eyes & Optics

RAMPAGE EYEWEAR SPRING 2015 COLLECTION

THE ORBIT

INVISION's take on current headlines

Fashion Powerhouse Kering Aiming for the Top in Eyewear

July 13, 2015

First lines produced in-house debut in Venice. Kering Eyewear, the in-house company created to service such brands as Gucci, Saint Laurent, Alexander McQueen and...

More detail

Dogs' Eyes Get Sunburned, Too

July 13, 2015

The problem has been keeping their sunglasses on. An outdoorsy Wyoming couple concerned about potential UV damage to their dogs have devised a line of sunglasses...

More detail

Drum Beats Herald a Return for Google Glass

July 13, 2015

Recent action could mean there's a debut in the works. Google got FCC approval last week for an unspecified new device with WiFi and Bluetooth capability. According...

More detail

Warby Parker's Banker Shares His Eyeglass Memories

July 13, 2015

It wasn't just their financials that appealed to him. The guy who guided Warby Parker toward their new emphasis on...

Etsy Pushes Eyewear Discounts on the Road

July 8, 2015

What happens if the temperature hits 100? Unlike several other major online merchants, Etsy has not yet opened an actual store. But it has an Airstream loaded with...

More detail

Cincinnati Start-Up Frameri Might Go Brick-and-Mortar

July 7, 2015

New COO and Luxottica veteran Greg Lechner is thinking about it. Eyewear veteran Greg Lechner, late of Coastal.com and Luxottica, is the new COO of Frameri, the Cincinnati...

More detail

FRAMES IN FOCUS



Model 3539 from Fysh

Translucent sparkled acetate with a touch of glam.

Eastern U.S.: westgroupe.com
Western U.S.: classique-eyewear.com

SEE MORE



ORBIT PRESS

- Transitions Optical Launches Social Content Aggregator
- Foundation Names Rebecca Hildebrand Director
- Students Showcase Leadership at 45th Annual AOSA Meeting/Optomety's Meeting
- Rudy Project Highlights Athletic Employees
- Cole Haan Announces the Launch of Sun and Optical Eyewear

INTERVIEW: AMERICA'S FINEST



DESCRIPTION: Interview with this year's America's Finest Optical Retailer, Tanya Gill of Oakland Vision Center. See store profile here.

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