

INVISION®

THE MAGAZINE FOR THE AMERICAN EYECARE PROFESSIONAL

NOVEMBER/DECEMBER 2015

Save the World

16 case studies of ECPs,
organizations and companies
doing well by doing good

(THE BIG STORY)



FRAMES

The year's signature
eyewear and sunwear

THE HUMBLE CLEANING CLOTH

Smudge solver
and brand builder

EYEWEAR DECOR

Get smart about the art
gracing your walls

Seekorso frames
by icl berlin

SPECIAL
FEATURE

BIGGER, STRONGER, FASTER 25 BEST TIPS OF THE YEAR



SO HOW DO I GET EVEN MORE OUT OF INVISION?

OFFER FEEDBACK

Write editor@invisionmag.com and tell us what you thought.

SUBSCRIBE

Fill out one of those pesky little cards, or get your free subscription online.

INVISIONMAG.COM/SUBSCRIBE

JOIN THE BRAIN SQUAD

Sign up for our monthly survey panel to share your thoughts on the business and hear the thoughts of others.

INVISIONMAG.COM/BRAINSQUAD

TELL YOUR FRIENDS

Think our publication will help a fellow ECP? Spread the word.

TELL YOUR VENDORS

If you find our content useful, don't forget to tell your vendors. More ads means more editorial pages and more useful business ideas for all.

INVISION™

INSPIRATION | Hot Sellers

WHAT'S SELLING NOW

FYSH from WestGroupe was by far my hottest eyeglass seller. The styles are on trend in fabulous color combinations. My favorite has been model 3514 in color 417. The tortoise and green combination looks great on so many different skin and hair tones, plus the depth is perfect for progressives.

Sherry Berry, Pascarella Eye Care & Contact Lenses, Newtown, PA

==

BRAND RESULTS ON PAGE 13

Each issue, INVISION surveys ECPs around the country about which vision products are selling best in their stores/practices. Then we calculate the results and share them with you to give you a gauge of front-line sales activity across the United States. To take part, go to invisionmag.com/brainsquad.

FRAMES

XOXO Kismet in tortoise/teal. Strange frame with an oval bottom. Nothing else like it, so it sells. **Kate Spade** Laurie/S. Sold numerous pairs again this month. Easy-to-wear shape and colors. **Erin Pilsbury, Shasta Eye Medical Group, Redding, CA**

SHO Eyeworks and **Jimmy Choo**. **Greg Kyser, Physicians Eye Clinic/Gallery of Eyewear, Everett, WA**

Cruz from A&A Optical, **Greg Norman** sunglasses from Aspex, **BCBG** women's from ClearVision Optical. **Dr. David Weber, The Eye Zone, Dallas, TX**

September was **I.a. Eyeworks** month. People love the styles, colors, and fit. **Dorothy Reynolds, Optical Alternatives, Milford, CT**

John Varvatos V359. Hot!! **Dragon H2O** sunglasses!! **Will Taylor, Eye 2 Eye Contact, Detroit, MI**

Rye & Lye did well, specifically the Montecristo and Marquis models. **Serengeti**, the models with the Wire-Flex temples, awesome comfort. **Bryan Finley, Island Opticians, Palm Beach, FL**

We recently added **Matsuda** and **J.F. Rey** to our newest location and I could not be happier with how well the product is moving. With its classic style and attention to detail, the Matsuda sunglasses have done very well. On the opposite end of the spectrum, **J.F. Rey** has bold styling and

Roger: relatively new line for us, great colors and matte finishes, some unique shapes and vivid color combos. **Eric Geiger, Styleyes, Sacramento, CA**

Model Faby from Roger Eye Design works the angles in stainless steel. **MSRP: \$310**



Classic tortoise gets a colorful update in model 3514 from FYSH. **MSRP: \$245**

bright colors that our clients are loving. **Nicholas Protz, Eye Elegance, Houston, TX**

LENSES

Ice-Tech. American-owned company, located in America. Owns the patents to its own progressive lens design. How I explain it to my clients: "I sell one progressive lens style only. One which is custom measured, custom designed and custom made personally for you. How could anything else be better?" **Charles Eubanks, Modern Optics, St. Pete Beach, FL**

Transitions lenses. **Zeiss** iScription technology. **Dr. Jason Deviney, Vision Source Olmos Park, San Antonio, TX**

Crizal. Who wants glare? **Dr. Joseph Smay, Family Eye Care, New Kensington, PA**

Varilux S series 4D measured on the Visio office as well as Physio W3 Eyecode have been good for us. Waiting to get the new Xperio gradient samples to start selling those. **Chris Cordes, Fischer Laser Eye Center, Willmar, CT**

Hottest lenses are always what we recommend due to customer confidence so it's always digital Hottest new addition: blue/violet filters. **Fred Meserall, Frederic Meserall Vision & Hearing, Haddonfield, NJ**

Shamir Autograph III and Office. **Bob McBeath, Edina Eye Physicians & Surgeons, Edina, MN**

JOIN THE BRAIN SQUAD!  To see all the responses from the survey every month, join the Brain Squad: invisionmag.com/brainsquad