

EYE PRO
GEAR **HOLIDAY GIFT GUIDE**

CATEGORY
FOCUS **EXAM CHAIRS**

FRAMES **SIZE MATTERS**

INVISION®

OCTOBER 2015

THE MAGAZINE FOR THE AMERICAN
EYECARE PROFESSIONAL

**SECOND
HELPINGS**

Don't even
think of
expanding
until you've
read this

AN RX FOR FUN

THE BIG
STORY

**MEET 6 ECPS WHO USE HUMOR TO CREATE
MEMORABLE CLIENT EXPERIENCES**

Frames by TC Charton

**All prices MSRP, except where noted*

SIZE MATTERS

WHETHER XL, PETITE OR INTERNATIONAL, PEOPLE DESERVE FRAMES THAT REALLY FIT

Banish thoughts of bland, bulky or borrowed-from-the-children's collections. Petite, extra-large or Asian-fit frames have gradually become much more accessible categories as eyewear companies realize that one size doesn't really fit all — and as eyecare pros learn that carrying such frames can win loyalty and more opportunities to boost sales. Like the ever-widening selection of sizes we have come to expect for clothing and shoes, these frames feature the same fashionable colors and attractive treatments available in mainstream collections. They also address smaller or larger face and head shapes; varying nose widths; and other particular measurements affecting temple lengths, bridge designs and placement of nose pads for better comfort, ease-of-wear and a more precise fit.

— CLODAGH NORTON



B.M.E.C.
\$149

That stands for Big Men's Eyewear Club, Modern Optical's collection of more than 50 frames for larger guys, one of eyewear's most-underserved groups. Model **BIG SCENE**, a new fall release, offers a fashion-forward stainless steel look available in matte navy (shown), matte black and matte brown.

(800) 323-2409 | modernoptical.com



\$165 NINE WEST EYEWEAR

Inspired by the brand's accessories, model **NW 1055** from the Petite collection features a two-toned flat metal front complemented by a laminated python pattern over color-blocked temples. Choices include black, brown, navy and plum.

(800) 645-1300 | marchon.com



\$209

PREFERRED STOCK

Big guys can get the geek chic look, too. **Matty XL** — available in black (shown), blue and clear — is part of the Preferred Stock lineup, the premier line from large-size specialists Fatheadz (which also offers the Dea Preferred line for women). The style is big, but small details use the latest technological advances to provide durability, comfort and style.

(800) 561-6640 | fatheadzeyewear.com



\$220 OGI EYEWEAR

New in the Heritage collection, model **7155** is a beautiful handcrafted style for smaller faces. The vibrant color combines with a flattering lens shape, and marbling is a hot trend for fall 2015 and beyond.

(888) 560-1060 | ogieyewear.com

**All prices MSRP, except where noted*



**TC
CHARTON**
\$260

Industry veteran Alexandra Peng started a company specializing in Asian fit eyewear in 2009. Model NATHAN is a strong, versatile men's design in handmade acetate with flexible spring hinges for added comfort.

(855) 707-0220 | tc-charton.com

**KLIK
DENMARK**

Designed for both fit and fun, model K-537 is typical of this line for smaller eye sizes suited to ages 18 to 40. With a neat square eye shape, its modern wood-look finish has a colored lining.

(800) 361-6220
klik.com



\$220



COSTA

The Global Fit collection includes seven popular styles (including FANTAIL) modified to fit a variety of face shapes including higher cheekbones, longer eyelashes and flatter nose and cheek facial structures. These sunglasses aim to offer all-day comfort and a secure fit.

(800) 447-3700 | costadelmar.com

\$169

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SMOOTH SELLER



KATHY MAREN COMBS EYECARE & EYEWEAR
WESTERN SPRINGS, IL

When she took her new job, Kathy Maren’s local newspaper did a profile of her with the headline “Optician works to find customers the perfect pair of specs.” The article (read it at invmag.us/10154) noted how Maren buys clothes based on whether they go with her eyeglasses. It was then we knew we had to hear more about this talented optical pro who has been in the business since she was 16 — and at Combs EyeCare and EyeWear for the past 2-1/2 years.

→ I own 33 pairs of glasses, including 26 ophthalmic and seven sunglasses. I choose the “frame of the day” based on what I’m wearing.

→ My favorite is a pair of sunglasses by Sasura. They have Pandora charms in the temples that are interchangeable. I also love my Silhouette wedding glasses for dress-up and my purple cat eyes by FYSH.

→ I remarried three years ago. Silhouette has a line of beautiful drill mounts with jewels and inlays on the temples. They gave me a pair that had crystal inlays and was both silver and gold. Just stunning. I have helped numerous mother-of-the-brides pick out their glasses. (Most brides want to wear contacts on their big day.)

→ I never have a bad day at work. I love my job.

→ I always say to patients that they don’t wear only one pair of shoes. Why would you wear only one pair of glasses? Once I tell them how many I have, they get that it is OK to purchase more than one.

→ The article in the paper did bring in new customers, and they would always ask for the “lady with all the glasses.” The newspaper came to me after Dr. Combs put an article announcing my coming to her office in the business association newsletter.

→ I have a rep case that holds 15 pairs of glasses. When I travel with it in my suitcase, I always find a form that says my luggage has been inspected. I’m sure the TSA has no idea what it is!

→ My all-time best sale was when a woman purchased eight pairs at one time. She loved everything I showed her. She came back three days later and bought three more pairs.

→ My maiden name is Cavalli, so I always refer to the designer as “Uncle Roberto.”

→ There was a couple who I have been working with for many years. When I left my former employer, they came in for their eye exam and found out I was no longer there. The doctor told them where I was — we were good friends — and the patients found my phone number, called me at home and said they would wait until my starting date to get their glasses. They came in my second day — in a blizzard — and they were my first patients at Combs!

→ My advice to a new optician would be love what you do, love people, and make them feel that this is the most fun they are going to have all day ... and they’ll look awesome in the process. Then you will be truly successful.



An employee has asked if she can take time off to vote on Election Day. Do I have to pay her for the hours she takes off?

State law rules here, which means there’s a broad range of obligations placed on employers across the country, so your best bet is to search online for your state’s

name and “time off to vote.” Note that three states — Colorado, Oregon and Washington — now hold elections by mail, and many other states allow mail-in voting, too. If going to a polling place on Election Day remains common in your state, check laws to see if employers are required to give workers paid time off to vote if the employee’s work hours do not

allow the person to cast a ballot when polls are open. Whatever the rules in your state, we think it’s good policy to enable your staff to vote. This includes ensuring they are registered to vote, and encouraging them to do so. It’s all about being a good citizen. And besides, Election Day is rarely a busy one in the store. It’s good-will for nothing.

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