

# INVISION®

SEPTEMBER 2015

THE MAGAZINE FOR THE AMERICAN  
EYECARE PROFESSIONAL

SPECIAL FEATURE

## THEY DID WHAT?

You won't believe  
the lengths 11 ECPs  
went to in the  
name of customer  
service

Frames by Altair Evolution

THE BIG STORY

## BOOKMARK THIS

50 WEBSITES THAT SHOULD NEVER  
BE MORE THAN A CLICK AWAY

### BLUE-LIGHT SPECIAL

4 types of people  
who need protection

4 THINGS THEY  
NEED TO KNOW

3 eyecare pros on selling  
the latest lenses & coatings



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# INVISION™

## INSPIRATION | Hot Sellers

### WHAT'S SELLING NOW



Etnia Barcelona Wild Love In Africa collection has been our hottest-selling sunglass collection this summer. One piece in particular is the WLA Africa 04 HVTQ. Every time we receive one, it sells within the week, if not the same day, I put it out. It's a great shape in a fantastic color at a very good price point.

Nicholas Protz, Eye Elegance, Houston, TX

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**BRAND RESULTS ON PAGE 15**

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](http://invisionmag.com/brainsquad).

**Oakley** ophthalmics. Men love the edgy design. We Rx more of the **Coach** sun line than any other. **John LaShorne**, Kirkpatrick Eye Care, Madison, IN

**Lafont** — seems like people are looking for something unique — as well as **Modo**. We're surprised how well **INVU** are doing for second-pair suns. Reasonably priced and very lightweight! **Paula Koch**, Cherry Optometry, Chelsea, MI

Round plastic frames have seemed to be popular in the last few months. **Ray-Ban**, **Polo** and **Ogi** have the "in styles" in this particular category. **Kristen Atkins**, Clinton Family Eye Care, Clinton, NJ

**Oakley** and **Ray-Ban** are always best-sellers for the guys, and **Kate Spade** and **Bebe** have been doing well for our ladies. We just got **Jimmy Crystal** in, and it's starting to catch on, too, especially the suns. Bring on the bling! **Jennifer Cochrane**, Cochrane Family Eyecare, Reno, NV

Just got a new line in for women, **Sasura**, with Pandora charms in the temples. It's doing well. **Kate Spade** is still a top seller along with **FYSH UK**. **John Varvatos** is taking off for men along with **Oga**. **Kathy Maren**, **Combs EyeCare & EyeWear**, West-ern Springs, IL

We just met with Mark Dolabany of **Best Image Optical** and were introduced to his amazing frame designs. We sold three of his frames before we even had them up on the shelves. His Sardi frame works well for adults and children. These sold well in July for back to school, and for very active



Model CIN-5040 for women from Europa International's Cinzia line. MSRP: \$237

**Europa International** is our bread and butter. Our first half of the year sales had nearly a 4x turnaround with a selection of over 120 frames for men, women and children. **Deidre Morgan**, Visionary Eyeworks, Nashville, TN

WLA Africa 04 HVTQ, from the Wild Love in Africa collection by Etnia Barcelona. MSRP: \$265

children that broke their last pair of frames. **Leslie Boyd**, Village Eye Care Optometry, Raleigh, NC

Moderate price-point product. People stressed budget. **Genia Durham**, Eye Optical, Chattanooga, TN

**ClearVision** brands, especially **BCBG**. "Brynn" in black blows out. Newly added kids' brand **OP** is doing really well. **Coach** "Brooklyn" tort/teal was a hot seller. **Barbara Koman**, Absolute Vision Care, Chicago, IL

**Ray-Ban** Rx always sells well with guys. **Etnia Barcelona**: brand-new line and patients love the color and style. **Dr. Stephen Kaluzne**, Kaluzne Vision Care, Winston-Salem, NC

**Kate Spade**, with a bullet. The only other thing that came close was our **Costas**. **Dr. Ted McElroy**, Vision Source Tifton, Tifton, GA

**SALT** style Randall, in any color. It sells quickly since it looks great on men and women. Sunglasses: **TOMS** style **Maverick 301** in gold, a classic aviator. **Dr. Dave Schultz**, Urban Optics, San Luis Obispo, CA

**Polo** and **Guess** are selling best this month, with **Michael Kors** right behind. In sunglasses, **Salt Life** is doing very well. **Daniel Amyx**, Hillmoor Optical, Port St. Lucie, FL

We just added **Anne & Valentin** and sold the first one before we could price them. The opticians are so excited, and this makes the difference between a hot collection and a dead one. **Dr. Tanya Gill**, Oakland Vision Center, Oakland, CA

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