

Optical Prism

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EYEWEAR**

**LAURENCE
LEBOEUF:**
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**THE
BOOMERS
ISSUE**

 *From the editor*

Eyewear Is Booming

When I think back to my childhood, I can picture the eyewear my grandparents wore when I would visit them.

They ranged in age from their mid 50s to mid 70s, but one thing was clear – they looked like 'grandparents' in their thick rimmed glasses and bi-focals. I can remember my Grandad sitting on the end of the chesterfield in a cream coloured cardigan and grey slacks doing a crossword, 'specs' as he referred to them, on the end of his nose and even though he was only in his 50s at the time, he certainly looked older.

Today wearers in this age group are called Boomers and there are more than 7.4 million of them nationwide. Unlike my grandparents who lived through the war, this post-war generation are more keen to follow fashion trends and have a multitude of style options available to them.

In this issue we highlight some of these styles from chic and trendy to sporty and functional. For many Boomers who lead more active lifestyles than their predecessors, the loss of vision seems a little less expected. We talked to the CNIB to learn about resources ECPs can offer to their patients as they make this new lifestyle transition. ECPs are the first resource for vision loss sufferers and it's important that they are fully informed and engaged in the care of their patients.

For those with a face for fashion, we offer the latest looks from the industry's leading eyewear designers and suppliers including Marchon, WestGroupe, Oakley and more. It's never been so easy to look stylish while wearing a pair of glasses.

Were you at Vision Expo West last month? There is something about the Las Vegas show that embodies the energy and buzz the fall eyewear season creates. It's also exciting to see the latest technology and innovation coming from the areas of research and development. This year we saw more examples of smart lens technology and 3D print technology. As the eyewear industry continues to move forward into the 21st century, the way medical conditions are treated and glasses are worn will change too. It truly is an exciting time to be involved with eye care and eyewear!

Check out our behind the scenes coverage both in Optical Prism Magazine and online. We have fun videos, all of your favourite new looks and of course – the best the eyewear industry has to offer.

Make sure you connect with us on Facebook, Twitter and YouTube for all the latest information and styles. Share your thoughts with us.

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f **in** **YouTube** **P**



WHAT CAN WE EXPECT TO SEE ON FACES THIS FALL?



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Quite bold for ladies and men, frames are making a strong statement. Matte colours are taking the lead while depth of colour in dark hues seems to be a popular option for us. Plastic is still king but our metals are growing in popularity.

**Paul Storage, President
Alternative Eyewear/Plan B**

"The Fall 2014 look is dominated by strong colouration, namely varying shades of blue and burgundy. Silhouettes for women's frames are noticeably larger and rounder, but increasingly angular for men. Design details add essential style and include tasteful embellishments, abstract patterns, and subdued colour blocking."

**Don Coulson, Vice President
of Modern Optical Canada**

My 2014 fall look is vintage, dark and sexy! Spectacle EYEworks is launching dark, clean, sharp shapes with its RETRO collection and experimental shapes with its Pussy Galore collection. I think clothing fashion for fall of 2014 is also very vintage, dark, and clean!

**Mehran Baghaie, President
Spectacle EYEworks**

Variations of cat-eye shapes continue to dominate and add a touch of femininity this season. Metals are becoming more popular with metallic finishes and textured patterns. Digital print overlays on the front and temples make frames more interesting and make room for more design options. Lighter frames with thinner profiles are popular this season in both acetates and metal

frames. Rich deep saturated colours are in store for fall 2014 season.

**Beverly Suliteanu,
Vice President of Product
Development WestGroupe**

An irresistible must for contemporary women this fall is the futuristic interpretation of Balenciaga's avant-garde heart. A perfect harmony of retro-futuristic design and beguilingly feminine allure distinguish style BAO013, whose front is finely interwoven with the temples by the sinuous, enhanced movement of the Balenciaga monogram. With its graceful shape, this model references the emblematic volumes of the Balenciaga lines. The minimalist look is a key trend for men this fall, including style 5294 from the Tom Ford Eyewear collection, which can be worn in two ways as the traditional optical frame can be modified with metal sunglass clip-on lenses.

**Fabrizio Gamberini, CEO,
Marcolin USA/VIVA**

#An interview with the man behind the magic, our CEO Paul Storage! Care of @OpticalPrism! youtu.be/FPM2oEqckto #trends #eyewear #TakeNote

**Alternative Eyewear
@AltEyesPlanB**

See @Essilor's @Transitions in @OpticalPrism's "Colour Coated" article by @SarahEditorOP: bit.ly/AugOP pic.twitter.com/y9b6eKiYUy
**Essilor
@Essilor**

« Preview »



SPORTING CLASSIC ROOTS STYLE

In celebration of Roots Canada's 41st birthday, Centennial Optical has launched an athletic eyewear collection made from hi-tech ETALEX material. This material contains fibreglass giving it incredible strength and flexibility. Providing thin, light frames, but also the sought-after retro style.

To the touch these frames feel soft and comfortable just like one of Roots, cozy signature sweatshirts and are available in an assortment of classic brand inspired colours for fall including black/almond, fire red/ember, green pine/sand, and Muskoka blue/ash.

Roots ETALEX athletic collection launched September.
www.centennialoptical.com

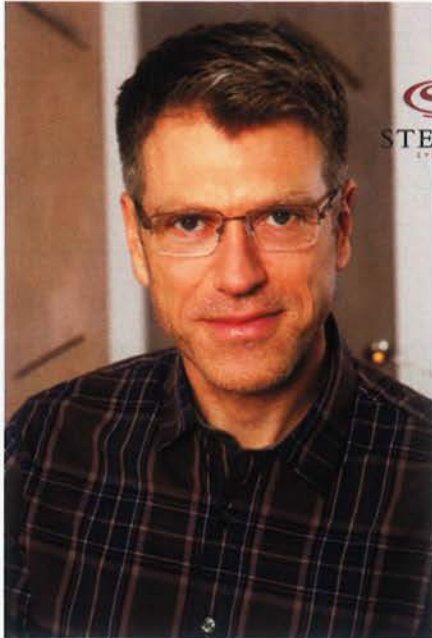


SOPHISTICATED STATEMENT

KLiiK: Denmark, a brand of WestGroupe, recently introduced their women's model K-523, a full rim stainless steel frame with a clean, modern silhouette. The free-form laser etched pattern on the front is carried through to the temples giving the design a young, fresh appeal. The striking colour combinations are available in aubergine/coral, black/turquoise, purple/orchid, and black/grey.

For more information about KLiiK: Denmark contact 1-800-361-6220 or visit www.kliik.com

COLOUR! COLOUR! COLOUR!



“You will see cobalt blue, rich reds, and elegant purples, plus soft mauves. Men are even starting to express themselves with blue in the ever popular rectangular shape.” Beverly Suliteanu, vice-president of product development for WestGroupe says warm colours will be key for fall.

Honouring the opulent autumn colour palettes, boomer women can confidently parade berry tones of purple, soft mauves, and certain shades of blues and reds, making sure to take full advantage of lighter, shinier hues to illuminate the face. Men may comfortably

invite blues and certain shades of reds and purples as well as burgundy into their fall repertoire. Both sexes will benefit from warmer tones refraining from matte colours. It’s all about balance, adopting a sort of blender style – create a personalized recipe for great style with ingredients of individual and expressive style, taking into consideration face shape, skin tone, hair colour, and take cues from style -setters and influential designers - mix those items in a way that makes the wearer feel comfortable and confident and you have just made ‘the’ perfect match!

In Profile

FYSH UK HAS THE LATEST LOOKS FOR BOOMERS

MARRYING FASHION AND FUNCTION FOR TODAY’S

trendy boomer!



Colour



A PERFECT MATCH WITH YOUR FALL WARDROBE

Fashion



HOUNDSTOOTH TREND HOT FOR FALL 2014, AS SEEN ON THE RUNWAYS OF POPULAR DESIGNERS LIKE STELLA MCCARTNEY

Function



SIZING OF 36 B ALLOWS FOR A PROGRESSIVE LENS