



See the moment with UNITY

ORBIT NEWS AND BLOGS

HEADLINES: KERING MARKS A YEAR WITH EYEWEAR BRANDS IN-HOUSE

Company exec hints they may add more brands. [READ MORE](#)

HEADLINES: OAKLEY BRAND HUB INTRODUCES OAKLEY LATCH

The product is the third from the in-house think tank. [READ MORE](#)

FEATURE: COOL FRAMES THAT ARE ALWAYS THE RIGHT SIZE

Whether XL, petite or international, people deserve frames that really fit. [READ MORE](#)

HEADLINES: SQUARE FRAMES CONTINUE '70S TREND IN EYEWEAR

One fashion website says it's the "look of the season." [READ MORE](#)

HEADLINES: WARBY PARKER REDISCOVERS THE HOLIDAY GIFT CARD

It's one way they turn one-offs into steady customers. [READ MORE](#)

FEATURE: INSIDE ONE OF AMERICA'S FINEST EYECARE RETAILERS

Waterfront location, unique frames, and Tiara Tuesdays add personality. [READ MORE](#)

PRODUCTS OF THE DAY



Model F-3545 from FYSH



Model 4039 from Altair Evolution



SLN050 from Lanvin



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ORBIT TIP OF THE DAY



YOUR TIP FOR OCTOBER 20

How much should you spend on advertising? Think 10% to 12% of your annual sales.

**WHY?** Roy Williams, the "Wizard of Ads" ([wizardofads.com](http://wizardofads.com)) suggests shooting for a "cost of exposure" of rent plus advertising totaling 10 to 12 percent of your annual gross sales. This means that if you're paying high rent for a key location, your advertising investment will be proportionally less.

**HOW?** Advertising = your business's lifeblood. A blended advertising program is the best way to keep your business healthy.

**SOURCE:** Roy Williams

Flexon  
EYEWEAR

BEND THE RULES<sup>™</sup>  
Memory metal titanium eyewear that always returns to its original shape



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## Frame Focus: Size Matters

PROMO FILM:  
GEORGETOWN OPTICIAN



### 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](http://klik.com)