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LAUNCHES

ImageWear Launches Betsey Johnson Optical Line



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and two metal frames.

Selling Points: Two standout styles of the collection include the Sweetheart, a modified cat eye available in pink and blue, and the Glam, an oversized shape available in black and gold. All frames have the designer's signature logo on their temples and pick hearts on the temple tips. Point of purchase materials includes a counter card and a two-tiered step display.

Price Guide: \$\$\$

www.imagewear.com

Quick Take: ImageWear has introduced the Betsey Johnson eyewear collection, an optical line that "emphasizes personality, free spirit, bright color and movement," the company said.

Wearer: "Betsey Johnson is a fashion icon and has been for over 35 years," said Doug Schlauderer, vice president of ImageWear. "This eyewear collection demonstrates what makes Betsey Johnson great, it's a collaboration of unique designs and color patterns that a true Betsey Johnson fan can identify with."

Specifics: The collection features eight full rim women's styles; six zyl acetate designs



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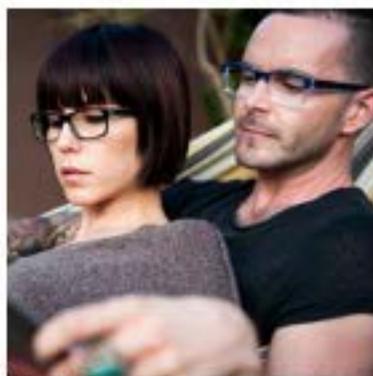
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SECOND LOOKS

Luxottica Reveals Arnette's Latest Collections



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Quick Take: Luxottica has debuted Arnette's spring eyewear collection.

Specifics: The spring collection will feature five new sunglasses and four new optical frames.

Selling Points: "Fusing design, function and style, our new collection truly brings something new to market for the Arnette brand," said Joe Freitag, global brand director. "Expanding on our iconic Fire Drill with the release of its new and lighter frame, the Fire Drill Lite, as well as presenting our optical partnership with renowned video DJ Mike Reim, we are thrilled to bring Spring 2015 to our consumers filled with creativity and innovation." The Fire Drill Lite is a scaled down, lighter version of Arnette's classic Fire Drill frame, now fit for small faces. The Tall Boy sunglass has a distinct four-base shield lens, a first in the brand's history, and is a part of the Arnette Creative Exchange System (A.C.E.S.), which includes an extra set of interchangeable arms. The Boiler has a classic Arnette wrap frame, the Biscuit sunglass has hot rod styling and beveled detailing, and the rounded and the retro Uncorked frame is the A.C.E.S. collection's latest addition. Designed by DJ Mike Reim, the Bitrate is an optical frame with a squared shape, a dropped brow and Arnette's signature D.O.T. pressure-reducing temple tips that were customized in black and red. The Crossfade optical frame also has D.O.T. tips and a thicker stem, and is made of acetate. The Scale and High Hat are softer optical frames with neutral silhouettes and detailing.

Pricing Guide: \$\$\$\$

www.luxottica.com

REM Presents New John Varvatos Styles



Quick Take: REM Eyewear is expanding three of its current John Varvatos Eyewear collections.

Specifics: Three optical frames and four sun frames will be included in three John Varvatos Eyewear collections.

Selling Points: The Soho collection now includes V204, V205 and V603. Inspired by vintage styling, the V204 is an optical frame with a square shape and polished framework. It is the first to introduce a new colorway, Havana tortoise, and is also available in black/tortoise and smoke crystal.

The V205 is also an optical frame, with custom rivet hinges, a modified square

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shape and a custom core wire pattern inspired by 13th century architecture of the Ottoman Empire. Like other Soho sun styles, the V603 has polarized lenses built into its aviator shape. It has custom rivet hinges, pressed pattern core wire and laser-engraved markings with epoxy fill on the temples. The Bowery collection boasts V363 and V796, both inspired by the essence of rock 'n' roll and recognizable by the guitar-stock inspired hinge décor at their temples. The V363 is an optical, square frame with a keyhole bridge crafted from handmade acetate. The Bowery's V796 has a modified square shape, CR39-backed blue AR coated lenses and a laser-engraved "double V" on its lenses. Styles from the Artisan collection have fleur-de-lis detailing and filigree work, and include the V797 and V798 sun frames. The men's V797 has an aviator shape and nylon-backed AR coated lenses. The V797 is also has an aviator silhouette but features a rounded stainless steel coining at the rim, which allows for lightness and comfort.

Pricing Guide: \$\$\$\$\$

www.remeyewear.com



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Allison Bows New ill.i Optics Collection by Will.i.am



Quick Take: Musician and style icon Will.i.am has released his second ill.i Optics collection for spring from Allison S.p.A.

Specifics: The unisex collection includes six ophthalmic frames and four sunglasses.

Selling Points: "Style represents meaningful expression. As an eyewear enthusiast, I wanted to see a collection that would combine the style of early hip hop with contemporary progressive influences," said Will.i.am, the brand's creative director. "I saw a void in the market space. This series is my second installment in what I see is missing in eyewear." Designed in Los Angeles and handcrafted in Italy, the latest ill.i Optics

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collection was inspired by vintage shapes from the 1980s, hip hop pioneers, graffiti characters and Will.i.am's early career. The styles are a futuristic interpretation of eyewear, with an earthy toned color palette and pops of electric purple and grape red. Frames push boundaries of traditional eyewear by mixing multiple finishes, contrasting muted acetate with metallic details, juxtaposing matte and gloss, and creating functionally fashion-forward styles for modern men and women, the company said.

Pricing Guide: \$\$\$\$

www.allison.it



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Smith Offers Rx Lens Adaptor for Shields and Goggles

The latest prescription lens adaptor from Smith Optics, the ODS3 RX, offers optical support within the company's line of performance sunglass shields and snow goggles. The new adaptor features a fully captured lens inside of a durable, TR90 nylon full frame. The ODS3 RX is compatible with the following Smith sunglasses; IOX Elite Turbo Fan goggle, Phenom Turbo Fan goggle, Prophecy Turbo Fan goggle, Knowledge Turbo Fan goggle, Pivlock V2 sunglass, Pivlock V2 Max sunglass, Pivlock Arena sunglass and the Pivlock Arena Max sunglass. The MSRP is \$50 and \$99 for prescription lens production. www.smithoptics.com

A&A Optical Debuts New Jimmy Crystal New York Styles

A&A Optical has announced the release of two new ophthalmic frames from Jimmy Crystal New York. The designer eyewear collection is comprised of striking limited edition pieces reminiscent of a collector's item. Each style is unique and special, featuring hand set Swarovski elements. Glistening with Swarovski Crystals, the semi-rimless Elegant style features linked metal temples with two tone coloring and crystal details. The Irresistible style features a classic front with bold glamorous temples. The metal style sparkles with two rows of glittering crystals and shimmering marble-like elongated temple tips. Each Jimmy Crystal frame is shipped with a suede frame pouch and hard case. Jimmy Crystal merchandising materials include a modular display, mirror accented with Swarovski crystals, crystal logo plaque and counter card. www.aaopticalco.com

WestGroupe Adds New Fysh UK Styles

WestGroupe has added two new Fysh UK ophthalmic styles. The F-3536 is a full rim acetate frame with a modified retro shape. The geometric press pattern on the front and temples adds both style and texture to the design. The unique acetate moves from a smoky solid shade on the top and temple to a gradient, translucent pattern on the bottom. Available in a soft, neutral spring palette that includes purple smoke, black cognac, grey smoke and nude blush. Secondly, the Fysh UK F-3538 is a sleek cat-eye shape coupled with a digitally printed python pattern along the front and temples. This full rim stainless steel frame is available in grey, purple, cinnamon and turquoise. www.westgroupe.com, or www.classique-eyewear.com for western states within the U.S.



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