

INVISION[®]

MAY 2016

THE MAGAZINE FOR THE AMERICAN EYECARE PROFESSIONAL

SPECIAL
KIDS
ISSUE

PLUS

SUPER SPECS

8 HOT STYLES
FOR INFANTS
TO TWEENS



STRAP 'EM ON!

ULTRA-COOL
EYEWEAR
RETAINERS



A PLACE TO PLAY

BEST KIDS' AREAS
IN EYECARE
BUSINESSES

THE BIG
STORY

COME BACK KIDS!

15 WAYS TO UP
YOUR YOUTH
BUSINESS

SPECIAL FEATURE

WHEN I GROW UP

7 ECPs who
discovered
eyecare young

Frames from KIDS BY SAFILO



AUTO LENSMETER HLM-9000 ONE OF A KIND

Blue Light Hazard
measurement function

Wi-Fi Connectivity
to Huvitz HDR 9000
Digital Refractor



Fast Progressive Lens Reading
with Hartman Sensor

WHAT'S SELLING NOW



Lindberg and Tom Ford, a couple of multiple-pair people with these two as a combo.
Steve Whitaker, Whitaker Eye Works, Wayne, PA

BRAND RESULTS ON PAGE 13

The Tom Ford Eyewear Aaron (TF473) has unisex appeal as an acetate version of the iconic aviator with lenses connected by a subtle front bridge.
MSRP \$390

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.

INVU polarized sun. We paired them with our Ortho K procedure and people love the looks. **Theodore Sees, Rockford Family Eyecare, Rockford, MI**

Safilo **Saks Fifth Avenue** 281, it's a "Steady Eddie" that sells over and over. ClearVision **BCBG Brynne**, another steady that appeals to many. We had 10 Safilo frames in the Top-20 sellers last month and eight ClearVision. **Andrea Reis, Davis Duehr Dean Optical, Madison, WI**

Ray-Ban is still a hot commodity. **Angie Patteson, Sunset Eye Care, Johnson City, TN**

Ted Baker came out with some really hot new metals, by far my best seller in March. The **gk by Gwen Stefani** line also came out recently, and that is popular now. Tura had a big month with me. **Tracy Gillotte, Focusers, Bensalem, PA**

Greg Norman sunwear. Men love the designs and I think they are impressed by the label and quality. **David Weber, The Eye Zone, Dallas, TX**

Oliver Peoples Denison. We sold

this frame three times in one week! Great fit for women and men, plus multiple sizes and colors. **Jenna Gilbertson, McCulley Optix Gallery, Fargo, ND**

Costa sunglasses. People are starting to think summer and getting out on the boat. Costa allows us to customize the perfect sun solution for them in plano or Rx. **Jenna Gilbertson, McCulley Optix Gallery, Fargo, ND**

J.F. Rey. Customers love the great colors! **Paula Hornbeck, Eye Candy, Delafield, WI**

La.Eyeworks in the funkier color spectrum. I think people are a little more adventurous when they

keep warm weather and such in mind... especially when it comes to a second pair or sunglass purchase. **Siobahn Burns, The Eyeglass Lass, New London, CT**

Article One's Sierra Leone has picked up largely this month. We had a college professor request "something large, round and unique." I showed her the Leone in Havana and she fell in love. It's a great look for men and women. **A Blake Hutto, Family Vision Care, Alma, GA**

Lafont! The hot colors and classic shapes are an investment patients are making. **Selina McGee, Precision Vision, Edmond, OK**

Amphibia floating sunglasses, specifically the Hydrafoil. Many people here drop their sunglasses into the ocean or surrounding bays. The appeal of floating eyewear is high. **Richard Embry, Englewood Eye Care and Optical, Englewood, FL**

2,5 Eyephorics. All of a sudden I am starting to sell rimless again. Don't know why other than all the political events on TV and most politicians wear rimless. **Cleve Barham, Fine Eyes, Ridgeland, MS**



The **KLiik K-554** is a full rim stainless steel frame with laser-etched temples.
MSRP \$230

FYSH UK and **KLiik** are flying off the shelves. Some great new colors and styles. **Kathy Maren, Comb EyeCare & Eyewear, Western Springs, IL**

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