

# INVISION<sup>®</sup>

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



**BRAND  
RESULTS ON  
PAGE 13**

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

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](http://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 Dühr 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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