

TIM GUNN,  
IRIS APFEL  
& JOHN  
VARVATOS



FASHION  
ICONS TALK  
EYEWEAR

LIGHT-  
ACTIVATED  
LENSES  
FOR ALL

FRAMES  
FOR EVERY  
GAME

# FYSH UK

BY WESTGROUPE

SPIRITED, SEXY SUNWEAR RISES AND SHINES

YOUR TOTAL OPTICAL PRODUCT RESOURCE

# SEIKO Superior SV

SNEEK PEEK @ VISION EXPO EAST BOOTH LP7402

# TABLE OF CONTENTS

LIKE US: FACEBOOK.COM/TOTALLYOPTICAL FOLLOW US: TWITTER.COM/TOTALLYOPTICAL

## On the Cover



### LINKED IN

Inspired by the delicate links in a chain necklace, the inaugural FYSHUK women's sunwear Links collection comes to light. The primary design feature, a metal inlay that's either wrapped around the edge of the frame or embedded into the front, is carried throughout the 24-piece, Rxable line. With four main design concepts that each come in two shapes and three colors, the 6-base styles include round and oversized, a modified cat eye, a vintage-inspired square shape with a dropped bridge and a butterfly silhouette. Color plays a major role in this collection: bold blue or aubergine, smoky honey or aqua tort, and soft neutrals of pearl gray or sand truly deliver a wide variety for a range of tastes. FYSH UK, 855.455.0042, westgroupe.com, #3720

**"WE HAVE CREATED A COLLECTION THAT IS UNIQUE, FUN, SEXY AND, MOST IMPORTANTLY, EASY TO WEAR. THE COLOR PALETTE HAS STAYED TRUE TO THE BRAND WITH GORGEOUS RAINBOW HUES WHILE INTERESTING DESIGN DETAILS MAKE THESE SUNGLASSES UNIQUELY FYSH."**

Beverly Suliteanu, Vice President of Product Development, WestGroup



36

### UPFRONT

VIEWS 28

PRODUCT BUZZ 34

EXPO BUZZ 36

NOTEWORTHY

Embedded Protection 40

ONE-TO-ONE

Essilor of America, President Eric Leonard 42

### EYEWEAR & FASHION

Off the Beaten Path 45

Gear Up: 5 Keys to Selling Sports Sunwear 48

You've Got Game 52

Fashion Trifecta 56

Observations from MICO 60

Year in Sports 64

Pastel Pairing 68

A Chicago Love Story 70

Panorama

Time Travel 72

Panorama

Military Strength Meets Modern Trends 74

NEW 76



### SILVER AND GOLD

#### CLEARVISION OPTICAL

(FACEBOOK.COM/TOTALLYOPTICAL.COM)

#### CLEARVISION WINS STEVIE AND REGIONAL ECONOMIC DEVELOPMENT AWARDS

The Clear Winner! ClearVision Optical won two gold and two silver awards at the 10th annual The Stevie Awards for Sales & Customer Service!

Awesome Accolade! The New York State Department of Labor recognized ClearVision Optical with a Regional Economic Development Council Award to support the company's training and process improvement efforts. Made on behalf of the Governor's Regional Economic Development Councils and Consolidated Funding Application, these accolades were given in 10 regional councils in New York State. ClearVision is one of 121 Long Island projects to receive funding. <https://www.cvoptical.com/#cvoptical>

### WHAT'S IN A STYLE?

#### TRANSITIONS OPTICAL

(FACEBOOK.COM/TOTALLYOPTICAL.COM)

Transitions Lenses: Healthy Sight Professionals released findings from its annual 2016 Employee Perceptions of Vision Benefits survey <https://bit.ly/1UccYEg> that highlight the growing popularity of vision benefits, eye exam utilization and surprising viewpoints on what defines "stylish" eyewear.

Being Social