

2016 November

eyes

a RIMS MEDIA

magazine for all optical retailers

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Fashion: Fast Forward to 2017 **Business:** Sensational Store Re-styling **Equipment:** Latest Must-Haves



Westgrouse/Ridgeway Optical Supplies:
 EVATIK range has five new styles for autumn 2016. Inspired by the athleisure trend, model E-9133 features a block titanium front and beta titanium temples. This frame is almost weightless and incredibly comfortable due to the flexibility of the temples. Featuring screwless hinges it has a laser cut outline that circles the front and carries through the temples in high-octane accent colours like red, yellow, green and blue.

Bausch + Lomb has developed a ground-breaking new contact lens aimed at addressing the demands of our modern digital day. Bausch + Lomb ULTRA™ featuring MoistureSeal™ Technology, offers a combination of comfort, vision and health. This lens incorporates and retains high levels of wettability for a full 16 hours to prevent dry tired eyes as well as the typical blurriness experienced after staring at digital devices. MoistureSeal™ Technology uses a two-phase polymerisation process to create a silicone hydrogel material in a unique formulation. This results in an exceptional combination of high oxygen transmissibility, low modulus and high wettability without a plasma treatment.



Ørgreen. Less is more is the mantra behind Ørgreen's understated approach to elegance. Innovative colours, discrete details and exceptional materials are the signature traits defining a forward-thinking company driven by relentless curiosity and a profound desire to do things differently. Frames are designed in Denmark and handcrafted in Japan.



Dunelm's New 2016/17 Autumn release collection is out now featuring 74 new optical frames across ten ranges. This Janet Reger model 4158 col 3 features ornate patterns and Swarovski crystal detail. Every frame in the new collection offers at least three different colourways and with special prices on frame and lenses glazed complete.

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Take a Bavarian Break

OPTI 2017 VISITOR INFORMATION

VENUE: Messe München, Messegelände, 81823 Munich, Bavaria, Germany

DATES: Saturday 28 January 2017 – Monday 30 January 2017

OPENING TIMES: Saturday & Sunday: 9am – 7pm Monday: 9am – 5pm

PRICES: 3 Day ticket: €30 1 Day ticket: €17

Concessions Day ticket (Handicapped people, pupils, students, apprentices): €9
Group tickets (minimum of 15 school pupils/price per person incl. free admission for one teacher): €8

INFORMATION: www.opti.de

TRAVEL: Airport shuttle bus - There is a free shuttle bus between the airport and the fairground as well as a free shuttle service between the underground station "Messestadt West" and Entrance North. The shuttle service from the underground station "Messestadt West" is a constant service.

Train - Munich is very easy to reach by train from all German cities as well as from a number of European metropolises. German Rail takes you right into the centre of Munich.

Car - The fairground of Messe München is located directly on the A94 motorway with two direct exits available. A dynamic traffic-guidance system regulates the flow of traffic, guides fair-going vehicles and directs trade fair visitors to the nearest available parking at the fairground. Driving to the fairground with a navigation system: To get to the fairground, the destination address to enter is "An der Point".

Public transport - The public transport network takes exhibitors and visitors directly to the fairground of Messe München. With the underground train system, you can reach it from the city within 20 minutes. The U2 line runs in ten minute-intervals (during big fairs and peak periods every five minutes) to the fairground.

Expect to See - You will find all sorts of ideas relating to the optics industry at opti. The range of products on show will include: Frames (from internationally known brands and manufacturers to independent labels); spectacle lenses, contact lenses, instruments, tools and components, low vision, accessories, cleaning and care products, IT, marketing and sales, machinery and equipment, professional training, shop fittings, hearing aids and audiology.

OPTIC 4.0 – Digital Solutions - This area will allow opti 2017 to broaden the theme of digitalization in the optics sector and present smart innovations and solutions for business processes where digitalization is already relevant for opticians and set to become increasingly more important in the near future. It can be divided into four sections:

- **Digital information and communication**

What type of new information and communication technologies are already in place or set to be introduced by businesses?

- **Digital production and automation**

How are digital measurement instruments positioned in the market? What future changes can be expected? Which digital production techniques are likely to prevail?

- **Digital process management**

How can digitalization further professionalise and optimize business processes?

- **Digital services and smart services**

What type of digital offer enhancements for product and services are useful for opticians?

Vintage Passion

This is the name of a new opti area. In hall C1 (IHOT area) you will find classics in the spotlight alongside daily talks at the opti forum, such as the daily vintage-summit or the daily "design icon meets design rookie" talk. But while all things vintage seems to be the trend that has captured consumers' imaginations what does vintage actually mean? What effect is this trend having on opticians and the industry? And why does retro make people happy? A design expert, a social psychologist and a designer answer these questions.

Austrian independent eyewear manufacturer **Andy Wolf Eyewear** has marked its 10th anniversary by expanding and purchasing a new factory in the Jura in France. The new factory enables the company to add metal glasses to their collection. The first collection includes 14 optical glasses and five sunglasses. The metal eyeglasses are made from spring-tempered nickel silver, the bridge is made of stainless steel, and some metal rings and temples feature a chasing. All sunglasses have Zeiss lenses and are limited to 500 pieces per colour per style.



Reinterpreting the classics is a key theme for the WestGroupe winter collections (distributed in the UK by Ridgeway Optical Supplies). Whether it is using multiple materials within a design, mixing patterns and prints, or experimenting with different finishes, the aim is to deconstruct and reinterpret eyewear trends in a new a fresh way. Thin profiles in both contemporary and retro shapes combined with minimalist detailing or sudden pops of colour keep the KLiik denmark and Evatik men's collections clean and modern. Mixing and matching patterns, strong colour combinations and new finishes highlight the feminine silhouettes of the Fysh UK and KLiik denmark women's designs.



The Munich exhibition will be the start of another hectic exhibition calendar for **Continental Eyewear**. The company has exhibited at Opti for over 20 years and will once again be showcasing its complete portfolio of frames. This will mark the launch of 2017 with over 30 new releases due, spread across all collections. The Continental stand (C1 310) will be manned by David Strathie, Mark Keaney and Richard Day along with staff from their German and French distributors.

Komono Optical (left) comprises 60 specifically developed products spread over 13 new styles like The Jordan, The Sherman and The Harris. All styles are made of premium Italian acetate, stainless steel or mixed styles. The collection aims to introduce opticians to Komono's contemporary design thinking. The first series of the new Komono Optical line - which is exclusively available at selected opticians worldwide - debuted at Silmo in Paris.



'Danish company Inface will be showing their new In Love range at Opti stand C4.114'