

EYECARE BUSINESS

PentaVision

Retail Strategies &
Profitable Practices

APRIL
2017

Athletes on Vision

PGA pro Bubba Watson
+ Formula One's
Carlos Sainz Jr.

The Wild, Wild Web

Picking a bone
with Warby Parker

The Sports Rx

2 ECPs' game
plans revealed

Cole Haan StudioGrand
CH7031 from Altair

Style+ Performance

Function meets serious fashion in today's new sports sunwear—
step inside for an **athleisure-inspired lineup** your customers will covet



↑ BEACH VIBES

Costa Sunglasses unveils three new women's sunglass styles in its Beach collection for Spring 2017: The Gannet (pictured), Kare, and Riverton.

"The water, landscapes, people, and activities of New Zealand inspired our product additions for 2017," says John Sanchez, vice president of product design for Costa. "The Gannet, Kare, and Riverton exemplify the country's beauty and are designed with the fashion-conscious, water-loving female wearer in mind."

The new models are constructed of Costa's signature bio-based, eco-friendly resin, and are available in plano and customized Rx's complete with authentic Costa lenses. The new styles feature Costa's patented 580 polarized lens technology, which is designed to filter harsh yellow light and the harmful short-wave blue light, while enhancing the red, green, and blue hues.

Suggested retail pricing is \$169-\$249.

INFO: 800-447-3700, B2B.COSTADELMAR.COM

↓ TRENDS ON TAP

FyshUK from WestGroupe, dedicated to providing "urban kool" fashionable eyewear looks for women, unveils its Spring 2017 sunwear collection.

The new models feature 6-base, CR-39 lenses designed for easy adaption to prescription sunwear.

The collection offers 11 new models in four overarching themes: Links Collection (F-2009, F-2010, F-2011); Exotic Glam (F-2018 and F-2019); Color Blocking (F-2012, F-2013, F-2014, F-2016); and Lacy Details (F-2015, F-2017).

Pictured are frames F-2018 and F-2019, metal frames wrapped in leather for a 1990s-inspired rock 'n' roll edge.

Each frame is offered in three colorways, and shapes include oversized cat-eyes, squares, and aviators.

Suggested retail pricing is \$178.

INFO: 855-455-0042, WESTGROUPE.COM



PLAN "B" EYEWEAR

OneSun | SUN-154 | Acetate | 54/16-135 | Frosted Lavender, Frosted Rose | Women

INFO: 888-399-7742,

ALTERNATIVEEYES.COM



NOUVEAU EYEWEAR

Hot Kiss | HK64 | Plastic | 50/15-135, 53/15-140 | Blue, Brown, Pink | Juniors/Women

INFO: 800-292-4342,

NOUVEAU EYEWEAR.COM



KENMARK EYEWEAR

Kensie | Spirit | Zyl | 51/17-135, 53/17-140 | Black, Dark Tortoise, Purple | Women

INFO: 800-627-2898,

KENMARKOPTICAL.COM