

# INVISION<sup>®</sup>

MAY 2017

THE MAGAZINE FOR THE AMERICAN EYECARE PROFESSIONAL

## CHECK THE BOARD

A Rhode Island retailer with killer sandwich board skills

## CHA-CHING!

The "cash registers" of the 21st century



## COMMUNITY MATTERS

America's Finest: BCEC offers locals substance and style

SPECIAL FEATURE

## YELP HELP

Readers' **worst online reviews** & how they handled them

THE BIG STORY

# ASK AND YE SHALL RECEIVE

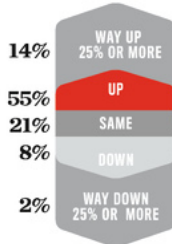
**26** of your most pressing business questions *answered!*

Model wears alice+olivia The Madison from eponym.

# inspiration

## MONTHLY SALES SURVEY

How were your overall business revenues in March compared to the same month in 2016?



## HOT BRANDS

### Top-selling vision brands for March\*

**EYEGLASSES:** Ray-Ban (13), Coach (6), Kate Spade (6), MODO (6), Etnia Barcelona (5), Oakley (4), Silhouette (4), **FYSH** (3), Penguin (3), Altair (2), Anne et Valentin (2), Banana Republic (2), Barton Ferreira (2), bebe (2), BrillenEyes (2), Burberry (2), Dolabany (2), Flexon (2), JF Rey (2) L.A.M.B. (2), Life is Good (2), Lilly Pulitzer (2), Mykita (2), Nike (2), OGI (2), Oliver Peoples (2), STATE (2), Scott Harris (2), Vera Bradley (2), Vera Wang (2)

**SUNGLASSES:** Ray-Ban (22), Maui Jim (17), Oakley (8), Costa (7), Kate Spade (7), Coach (3), Wiley X (3), bebe (2), Carrera (2), Etnia Barcelona (2), Michael Kors (2), Polaroid (2), Sun Trends (2), Vera Bradley (2), Vera Wang (2)

\* Brands mentioned by multiple Brain Squad members when asked what had sold well in February. Join at [invisionmag.com/brain-squad](http://invisionmag.com/brain-squad).

**MORE HOT SELLERS ON PAGE 24**



## WE ALWAYS FALL FOR THE CUTE ONES

Todd Rogers, a Boston-area based optician for over 25 years, launched his eponymous eyewear collection in 2009. He launched Jackson Rogers Eyewear, the children's division named after his son, in 2014 to offer glasses that kids *and* parents thought were cool and well made. Shown here is the unisex I am

Creative frame rocking a preppy vibe with its classic fronts in five different colors, including torts, crystals and black, with striped temples. Guaranteed to make young and old alike smile ... or you know, make a fish face.

MSRP: \$149-\$159  
[jacksonrogerseyewear.com](http://jacksonrogerseyewear.com)

**EYEGLASSES**  
PAGE 28