

# EYECARE

Retail Strategies &  
Profitable Practices

# BU

# NESS

PentaVision

SEPTEMBER 2017



YOUR  
BEST  
WEBSITE,  
EVER

**67**  
LUSCIOUS  
NEW  
SPECS

THE **BIG**  
VEGAS  
SHOW  
GUIDE

FALL FASHION

# URBAN EDGE

**+ THE WILD, WILD WEB**

9 SMART WAYS TO  
COMPETE WITH ONLINE  
RX EYEWEAR SALES

John Varvatos V372 +  
Police Wonder 2 SPL 499  
sunglass, both from  
DeRigo REM





## BLUE NOTE

FYSH UK style F-3588 from WestGroupe in a stunning cobalt/purple combination, crafted of stainless steel with eye-catching laser cutouts on the temples.