

MARCH 2018



FRAMES

Spring Ahead

As noted and pictured by 20/20 editors Victoria Garcia and Jillian Urcelay, in this issue's eyewear and sunwear features "The New Light Spectrum" and "Everything Under the Sun" and in their powerful missives for What's New, What's Next, Eye Opener, Hall of Frames and the New Products pages (showcasing HUNDREDS of frame debuts!) this new season is SPECTacular in selections. The 20/20 editorial team is convinced eyewear vendors are at their creative max when it comes to delivering the GOODS. And now it is up to YOU to review those offerings and make GOOD on your cherished role delivering the best of this eyewear season to your customers/patients.

Eyewear is HOT. And what follows is a further gathering of that object we all know and adore from an amazing number of different sources from proud Independent brands to fashionista designers and lifestyle mentors all looking for the opti-opportunity to spring ahead.

—James J. Spina

Still life photographed by Ned Matura

