

EYECARE BUSINESS

Retail Strategies &
Profitable Practices

PentaVision

APRIL 2018

ARE YOU WELLTHY?

4 WAYS TO CONNECT
WITH PATIENTS VIA
WELLNESS

HARD CORE

MUST-KEEP GUIDE
TO 17 SPORTS
Rx PROGRAMS

IT'S A REVOLUTION

AS A GROUNDSWELL FOR
WELLNESS DIGS IN WITH
CONSUMERS, ACTIVE-LIGHT
SPORTS SUNWEAR REVS
INTO HIGH GEAR.
GOT SOME?

Carrera Americana
Special Edition
from Safilo

frame introductions

EYEWEAR ADDITIONS AND LINE EXTENSIONS



↑ SPORTY SOPHISTICATION

OVVO Optics introduces the C. Wozniacki + OVVO Collection, created in collaboration with tennis champion and two-time world No. 1 player Caroline Wozniacki.

Designed to portray Wozniacki's signature on- and off-court fusion of sporty and sophisticated style, the eyewear collection features 11 durable, lightweight models: seven for women and four for men.

Pictured is Wozniacki in the Freja style, showcasing OVVO's patented screwless hinge and iconic lightweight construction combining surgical steel and titanium composite.

Plus, the overall design was spearheaded by Wozniacki's keen eye for style, as she worked directly with OVVO's design team in Europe to ensure that all styles can transition effortlessly from training to everyday wear.

Suggested retail pricing is \$340.

INFO: 855-EYE-OVVO, OVVOOPTICS.COM

↓ EYE-CATCHING DETAILS

FYSH UK unveils its latest sunwear collection from WestGroupe—a collection highlighted by eye-catching design elements such as gradient/glitter, bold patterns, and leather and metal details.

The collection features nine new sunglass styles, each available in three colorways, drawing inspiration from Pantone's color forecast for the season.

New styles F-2020 through F-2028 include a variety of silhouettes—cat-eye shapes, chic aviators, and squared-off shapes.

Pictured is style F-2024, a combination frame featuring a metal front sandwiched between two layers of acetate. The squared-off cat-eye silhouette is available in Black Feather, Brown Feather, and Teal Feather.

Suggested retail pricing is \$180.

INFO: 855-455-0042, WESTGROUPE.COM



CHARMANT

Isaac Mizrahi | IM30028 | Acetate | 52/15-135 | Black, Brown, Floral | Women

INFO: 800-645-2121, CHARMANT-USA.COM



DESIGN EYEWEAR GROUP

ProDesign Denmark | 1503 | CXT/Acetate | 51/17-135 | Aubergine, Orange/Brown, Gray, Aqua, Petrol, Khaki | Women

INFO: 800-654-6099, DESIGNEYEWEARGROUP.COM



MARCOLIN

Moncler Lunettes | ML5024 | Metal/Acetate | 48/18-140 | Bronze, Matte Palladium, Dark Blue, Black | Unisex

INFO: 800-345-8482, US.MARCOLIN.COM

FYI...

News Bits From the Industry

{ LICENSE LINEUP }

Marcolin Group and Iconix Brand Group announced the renewal of an exclusive license agreement for the design, production, and distribution of Rampage branded eyeglasses. The license agreement is extended until Dec. 31, 2020.

{ PEOPLE }

Area98 has announced the following appointments: *Monica Dal Cin* as managing director and *Luciana Olivotto* as head of sales. The appointments are part of a reorganization process through which Area98 aims to optimize its commercial strategy and support its international growth.

Ron Dare Jr. has been named the eastern region sales

manager at **Eschenbach Optik of America, Inc.** *Dare* has worked for Eschenbach for 12 years, first as a territory manager and then as the company's first senior territory manager covering the mid-Atlantic states.

The **Neuro-Optometric Rehabilitation Association, International**, has appointed *Gary Esterow* executive director. Esterow will assume the position on a part-time basis, while still operating Esterow Communications, LLC, a consulting agency he established in 2016 following a 24-year career at Johnson & Johnson.

Quest Vision Specialty Care Lab, Inc., announced the appointment of *Greg Boruta* as vice president of



Michael DeBono, WestGroupe

operations. *Boruta* has been with Quest since its inception 14 years ago. *Ilona Ostrowski* is the company's new chief financial officer. Ostrowski joined Quest in 2014.

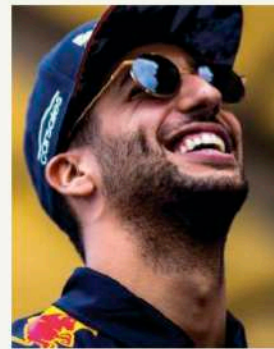
Randolph Engineering, Inc., hired *Joyce Pokoy-Kurtulus* as the new executive VP of product development and management. Previously, she was executive VP of design and development at B. Robinson Optical, Inc.

Safilo has appointed *Andrea Busato* as commercial head of Latin America. Busato joined Safilo in 2012, and most recently was head of global sales operations.

WestGroupe has promoted *Michael DeBono* to chief operating officer. DeBono joined WestGroupe in 2005, and most recently served as the company's executive vice president of global sales.

{ BUSINESS UPDATES }

Envision has partnered with sister agency **LC Industries** to launch the **William L. Hudson BVI Workforce Innovation Center**, aimed at training people who are blind or visually impaired and placing them into skilled positions. *Mike May* has been appointed executive director.



DITA joins Formula One

Essilor has partnered with the Australian government to launch its Eye Mitra program in Bangladesh. The program creates affordable vision care for nearly 100,000 low-income residents of rural Bangladesh, and trains young people to become primary visioncare providers.

Primary Eyecare Network, a division of **ABB Optical Group**, will host its second annual solutions summit for PEN members on April 14-15 at the San Francisco Marriott Union Square.

Professional Eye Care Associates of America (PECAA) has deepened its relationship with strategic vendor partner **AmeriBen** to offer an expanded human resource support service to members of the organization. For information: pecaa.com/hr-support-center.

Safilo opened a new showroom in Sao Paulo, Brazil. The showroom, one of more than 20 showrooms worldwide, demonstrates Safilo's commitment to the Latin American market.

Safilo has entered a distribution partnership for Taiwan with **LUXASIA**, a leading luxury operator in Asia with

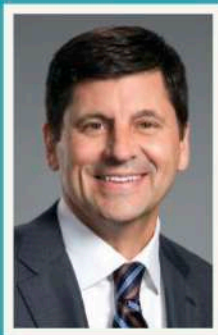
IN CASE YOU MISSED IT...

Angelo Trocchia is the new CEO and director of **Safilo Group S.p.A.**, replacing *Luisa Delgado*, who has retired. Trocchia most recently served as chairman and CEO of Unilever Italia. Safilo's Board of Directors is scheduled to make the appointment official later this month.

Michael J. Guyette has been appointed president and CEO of **VSP Global**. Guyette will succeed VSP Global Board Member *Rob Lynch*, who served as interim president and CEO since April 2017.

Optometry Giving Sight will merge its operations into the **Brien Holden Vision Foundation**, in order to achieve more significant outcomes to benefit millions of people who are needlessly blind or vision impaired.

For these and other news stories, visit eyecarebusiness.com/news.



Michael J. Guyette, CEO of VSP Global