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THIS is
VALUE-ABLE

IT'S TIME TO GROW YOUR OPTI-GARDEN WITH EYEWEAR THAT MAKES SENSE

•Urban Optics in San Luis Obispo •The Value-Able MarketPulse •Enchroma's Artist of the Lens

POWERFUL IMPACT

Well over three quarters of dispensers polled by the Value-Able Eyewear MarketPulse Survey noted that this segment of the vendor market has made a giant impression on the optical arena in these last few years.

**From top: SUPERFLEX 517 from WestGroupe;
CHLOGAN 9008 from Chlogan Eyewear;
GEOFFREY BEENE 319 from Tura**



WHAT'S NEXT
NEW LINES



3



FYSH UK 3610

FYSH UK 3608

FYSH UK 3609

FYSH UK *WestGroupe*

WestGroupe debuts new styles from its Fysh UK collection. Inspired by the summer season, three new optical styles feature fresh colors, patterns and finishes for a unique look and feel. Designed for today's confident, on-the-go woman, the frames are crafted with innovative design elements including translucent materials and nature-inspired patterns. For a modern approach to the classic square shape, style 3608 features two-tone acetate and a drop bridge. Style 3609 is a semi-rimless frame featuring a subtle and contemporary laser-cut coral reef pattern and a two-tone sponge effect for added depth. Featuring a soft modified CatEye shape, feminine style 3610 showcases an intricate laser-cut baroque pattern on the bottom front and the temples, along with a shiny lacquer in a contrasting color that highlights the frame's brow line.

—Jillian Urceland

Pricing: \$\$\$

(855) 455-0042/westgroupe.com

OUTSIDE the FRAME

Hot temperatures call for intense skin care. For a quick refreshing feel, spritz this rejuvenating rosewater spray on your face throughout the day—especially after being in the sun. Its calming scent and botanical extracts will give you a healthy glow.

—VG

Facial Spray with Aloe, Herbs and Rosewater from Mario Badescu Skin Care



BON VIVANT *Ogi Eyewear*

Ogi Eyewear presents three new styles from its Bon Vivant collection. Featuring curated colors and tones for summer, the brand evokes French influential style and couture with its new optical additions. Known for blending trendsetting concepts with euro-architectural inspired themes, each frame has a story to tell. Feminine style Rochelle features deep tones of tortoise acetate underneath a glossy coordinating color with matte peaks outlined in a glossy border. Style Vanessa has more of an angular shape and features a shimmery leopard print with a holographic effect. Rounded square shape style Emeril offers a fresh take on a masculine look featuring expertly finished matte and glossy acetate.

—Jillian Urceland

Pricing: \$\$\$

(888) 560-1060/ogieyewear.com



BON VIVANT
Emeril

BON VIVANT
Rochelle

BON VIVANT
Vanessa

4

NEW
PRODUCTS



OUTSIDE the FRAME

There's nothing better than soaking in the tub after a long day. If you've never tried a bath bomb, you're definitely missing out because they will take your bath to the next level. Just drop this one in the tub and watch it fizzle as your water turns a vibrant green. The freshly mashed avocados and organic extra virgin olive oil hidden inside will leave you with soft, hydrated skin. -JU

Avobath Bath Bomb from lushusa.com



PATRIOTIC PICKS

20/20 INSIGHT:

Feeling festive? This month, we've rounded up a few new frames perfectly patriotic for the holiday. Whether your customers are into red or blues, these colorful styles featured here in cobalt, teal and standout shades of berry will be a top pick this summer. -Jillian Urcelay



GROVE Lowercase

This dramatic geometric CatEye featured in hand-polished powder blue Mazzucchelli acetate from Italy evokes old Hollywood glamour with square lenses set in a tapered frame.

Pricing: \$\$\$\$
(212) 510-7621/
lowercasenyc.com

1

AVALON 5057 Avalon Eyewear

Showcasing mixed materials with a rich color palette, this sophisticated style for women boasts handmade acetate temples accented with glistening crystal details for a timeless look.

Pricing: \$
(888) 767-0383/avaloneyewear.com



2

NINE WEST 5153 Marchon Eyewear

Incorporating design elements from the brand's women's collection, this frame is designed for pre-teens, teens and women searching for a fun, colorful frame in a smaller size.

Pricing: \$\$
(800) 645-1300/marchon.com



3

KLIHK 624 WestGroupe

Pictured here in a vivid cobalt tortoise colorway, this frame features a squared off round shape with a custom lamination, as well as beveling along the brow line and endpieces giving it a three-dimensional look.

Pricing: \$\$\$
(855) 455-0042/westgroupe.com



4

AWEAR 3731 Charmant USA

Featuring round lenses for a bold look, this large teal optical frame is made from bio-based plastic that offers a lightweight feel for all-day wear.

Pricing: \$\$
(800) 645-2121/charmant-usa.com



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