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2020

SPECULATING

A FULL ISSUE DEVOTED TO WHAT'S ON THE
HORIZON FOR 2019, 2020 AND BEYOND

Facing the Reality of **COMPETING WITH ONLINE RETAILERS** • **INDEPENDENT EYEWEAR** MarketPulse
Winning the **OPTIMUM AWARD** • **EDCFDA** Has Its Say • Parisian **EYE ARTIST** • **TRUNK SHOW** Time

2020MAG.COM/APPS

DOLCE & GABBANA FROM LUXOTTICA

WHAT Eye Hear

BY JILLIAN URCELAY



1. ALTAIR EYEWEAR

and Draper James, the Southern-inspired lifestyle brand founded by actress Reese Witherspoon, have entered into an exclusive global licensing agreement for the design, manufacturing and distribution of Draper James optical eyewear.

2. DE RIGO VISION has announced the signing of a new license agreement with British luxury brand Mulberry Group plc to develop a range of Mulberry eyewear. De Rigo will manufacture and co-distribute Mulberry eyewear, with the first collection expected to launch during spring/summer 2019.

3. EUROPA EYEWEAR has named Nicolas "Nico" Roseillier as its new creative director. Roseillier brings over a decade of experience leading the creative departments of Modo and most recently De Rigo Rem.

4. KERING EYEWEAR and Montblanc have announced their new partnership for the development, production and worldwide distribution of Montblanc sunglasses and optical frames.

5. MARCOLIN GROUP

and Tod's Group have announced the early renewal of their licensing agreement for the design, manufacturing and worldwide distribution of Tod's Eyewear sunglasses and eyeglasses, extending it through December 2023.

6. MARCHON EYEWEAR and G-III Apparel Group, Ltd., have entered into a long-term exclusive licensing agreement for DKNY and Donna Karan New York eyewear.

7. SILHOUETTE has won a Red Dot Award for product design for its new Accent Rings eyewear collection.

8. SAFILO and Fossil Group Inc., have announced the renewal of their global Fossil eyewear license for the next five years extending it to Dec. 31, 2023.

9. DE RIGO REM has appointed Tatiana De Arruda Penteadó as its new senior creative director, lending her international experience to enhance the strategic direction of design and

product as well as contribute to creative aspects going forward.

10. EYEWEAR DESIGNS LTD., has entered into a distribution agreement with the Moleskine brand for optical, sunwear and readers in the U.S.

11. VUARNET has opened a 1,000-square-foot flagship store in New York City, marking its first location in the U.S.

12. RAEN has announced plans to further expand its global footprint with the formation of RAEN Optics GmbH, or RAEN Europe. The new division will be led by Christian Grund, founder of RAEN's former European eyewear distributor, Eyegents.

13. SAFILO has opened its renovated showroom in Ginza, Tokyo as one of more than 20 showrooms worldwide.

14. FYSH, formerly known as FYSH UK, has rebranded and revealed its new name.

L&T MARKETING

TRANSITIONS OPTICAL TEAMS UP WITH FASHION DESIGNER CHRISTIAN SIRIANO

CFDA designer **CHRISTIAN SIRIANO** is partnering with Transitions Optical as the ambassador for its new brand campaign, "Light Under Control." The partnership comes as the brand aims to modernize itself, focusing more on style and fashion, and addressing consumers' desires to personalize their eyewear. Announced earlier this year, Light Under Control was launched to attract new, young single-vision wearers to the photochromic lens category by showcasing the relevant benefits of Transitions lenses in today's fast-paced world.

"The bold new look we've established through our Light Under Control campaign is perfectly complemented by our partnership with Christian Siriano," says Patience Cook, director, North America marketing, Transitions Optical. "As a fashion designer, Siriano is known for his show-stopping designs that not only allow people to feel stylish, but also help them feel comfortable wearing them. The Transitions

brand benefits echo Siriano's desires, making him the ideal spokesperson as we reposition our products."

To make the brand more relatable to style-savvy consumers, Siriano will challenge people to use Transitions lenses to style their everyday eyewear in a manner that reflects their personal look. With a collection of colorful smart lenses that automatically adapt in the sun, Transitions lenses offer one more customizable accessory for consumers looking to flaunt their personal flair.

The Transitions Signature lenses are available in four new style colors and new Transitions XTRActive style mirrors in six colors.

To follow Siriano's journey as brand ambassador, visit [transitions.com/style](https://www.transitions.com/style) or follow Transitions Optical social channels for more information.

—Andrew Karp



DELITEFUL

Never mistake lite for delicate. The finesse of an elegant, minimalist frame is a face's best find.
From top: BCBGMAXAZRIA Blakely from ClearVision Optical; CORINNE MCCORMACK Seabury Avenue from FGX International; FYSH 3618 from WestGroupe; ERNEST HEMINGWAY 4832 from New York Eye



Leave this moisturizing paper face mask on for 30 minutes, and you will feel immediately refreshed. It peels off easily and leaves skin feeling softer the next day. **-VG**

Hydro Boost Hydrating 100% Hydrogel Mask from Neutrogena



NEW PRODUCTS



DOUBLE BRIDGE

20/20 INSIGHT: Look around... the double brow bar is everywhere. This design detail packs an extra punch and takes optical and sunwear styles alike to the next level. Keep up to date with this trend and check out some of our favorite picks this month. *—Jillian Urcelay*



CALVIN KLEIN 18116S

Marchon Eyewear

Featuring a double brow bar and sleek metal temples, this unisex metal round sunglass is completed with colorblocked zyl temple tips and the brand's logo.

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

1

VERA WANG 472 *Kenmark Eyewear*

Featuring a combination of metal and zyl materials, this trendy round aviator sunglass style is perfect for those searching for an oversize feel that's still feminine.

Pricing: \$\$\$

(800) 627-2898/kenmarkeyewear.com



2

LIGHTEC 30067L *Morel*

This chic minimalist optical frame was crafted with a stainless steel arch embedded into a thin aluminum frame for a unique look that's combined with various contrasting finishes including brushed, satin or matte.

Pricing: \$\$\$\$

(800) 526-8838/morel-eyewearusa.com



3

KLIHK 632 *WestGroupe*

This timeless aviator with a modern twist features a metal bridge bar with a mono-block front with a laser cut groove along the rim finished in a contrasting color.

Pricing: \$\$\$

(855) 455-0042/westgroupe.com



4

STEPPER 60156 *ImageWear*

Lightweight, comfortable and durable, this full-rim optical style is crafted from titanium for a timeless look and features adjustable nose pads.

Pricing: \$\$\$

(800) 414-7656/imagewear.com



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