

EYECARE BUSINESS

PentaVision

Mail Strategies &
Profitable Practices

SS

SEPTEMBER 2018

vivid.

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Specs Trends

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O.D.-Delivered
LENS TIPS



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To LOVE Vision
Expo West

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#wild
over the web?

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for winning

Singer **Carly Russ** »
wears Chloé CE145S "Vicky"
from Marchon Eyewear



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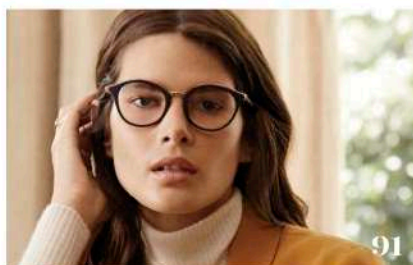
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86 THE WORKHORSE OF 2nd PAIR SALES

Surefire tips for increasing sales of occupational/computer eyewear.



McQ style MQ0151S from Kering is an extreme cat-eye sunglass crafted in acetate with red strass on the front and temples



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On Our Radar

THE BIGGEST TRENDS IN SIGHT...

Wild Child

One of fall's biggest + boldest style trends ushers in a pride of **animal prints**—from chic leopard and sleek snake to wild zebra looks. How to wear them on-point this season? For the bold-at-heart, all-over head-to-toe animal style—even in clashing prints (think leopard meets tiger)—is on trend. For those wanting a mere taste of the trend, simple accents via accessories like eyewear will make a statement. Some specs collections—such as KLiik denmark from WestGroupe shown here—reveal a stunning mix of animal prints for the season that patients will fall for.



KLiik denmark style K-602 in tiger print from WestGroupe



SILMO STYLE

SILMO Paris optical fair is preparing for a promising show at the Paris Nord Villepinte from Sept. 28 to Oct. 1. This year's "World Optical Fair" boasts 108 new companies registered, as well as enhanced event tools, including the SILMO Next space and an advanced version of the SILMO M@TCH app, an easy way to discover products, plan meetings, and more. To take a closer look at what's in store, check out the latest *TRENDS by SILMO* magazine: en.silmoparis.com/discover-silmo/press/trends-by-silmo.

The Global Stage

Want to see what's trending on the global stage in both frame stylings and optical tech innovations?

The **HKTDC Hong Kong Optical Fair** hosts more than 800 optical companies from the Chinese mainland, Europe, Japan, Korea, and more Nov. 7-9 at the Hong Kong Convention and Exhibition Centre.

Returning highlights include a 220-brand Brand Name Gallery (replete with eyewear parades), and pavilions sporting the latest lens tech, smart eyewear, and diagnostic equipment. New this year is a look at IT solutions for optical and optical fitting equipment.

Register now for free admission and three options of discount travel incentives.

For more information, and to read the Fair magazine, visit hktdc.com/fair/hkopticalfair-en.



frame introductions

EYEWEAR ADDITIONS AND LINE EXTENSIONS



↑ INDIVIDUAL STYLE

FYSH UK from WestGroupe introduces six new optical styles for fall, geared toward women who celebrate their individual style.

The latest FYSH UK collection is highlighted by eye-catching details, including bold animal prints, brow line accents, and iridescent colors. A variety of silhouettes (modified or classic cat-eyes, rectangular, and rounded aviators) are presented in the latest release, offering on-trend options for strong and ambitious FYSH UK women.

Model F-3615 (pictured) showcases the feminine details characteristic of FYSH designs, such as the modified cat-eye silhouette and polished metal inlay along the brow line.

Check out the collection's updated look on Instagram: @fyshuk.

The suggested retail pricing is \$225.

INFO: 855-455-0042, WESTGROUPE.COM

↓ TRUE TO FORM

Moncler Lunettes presents its latest optical and sunglass collection from Marcolin, incorporating the Italian lifestyle brand's iconic technological expertise and attention to detail.

The collection encompasses three style stories: "sport," offering frames with athleisure appeal; "duvet," featuring innovative designs in line with Moncler's heritage; and "timeless," an assortment of frames in beautiful retro-inspired silhouettes.

From the "timeless" story is style ML5033 (pictured), an acetate pilot-shaped frame with unique metal/acetate temples that are highlighted by the Moncler logo.

Suggested retail pricing is \$280 to \$375.

INFO: 800-537-9265, US.MARCOLIN.COM



MARCHON

Chloé | Tally CE1475 | Metal | 56/18-140 | Gold Light Pink/Gradient Blue, Gold Azure/Gradient Burnt, Havana Rose/Gradient Green, Havana Sand/Gradient Rose | Women

INFO: 800-645-1300, MARCHON.COM



OVVO OPTICS

Gold & Hue | 3752 | Surgical-Steel-and-Titanium Composite, 14kt Gold Plated | 53/17-135 | Gold/Powder Gray, Gold/Seafoam, Gold/Crimson, Gold/Boysenberry | Women

INFO: 855-393-6886, OVVOOPTICS.COM



SD EYES

Club Level Designs | CLD9260 | Zyl/Metal | 48/20-140 | Tortoise, Gray Crystal, Black | Men

INFO: 800-962-3200, SDEYEWEAR.COM