

# INVISION

SEPTEMBER 2018 / THE MAGAZINE FOR THE AMERICAN EYECARE PROFESSIONAL

## STRAIGHT FIRE

The hottest products and programs coming out of VEV

SPECIAL FEATURE



## IDENTITY CRISIS

Mixed up materials & shrunken sizes

## WIT AND WHIMSY

- Dessert tool - at an Ohio 'Finest'

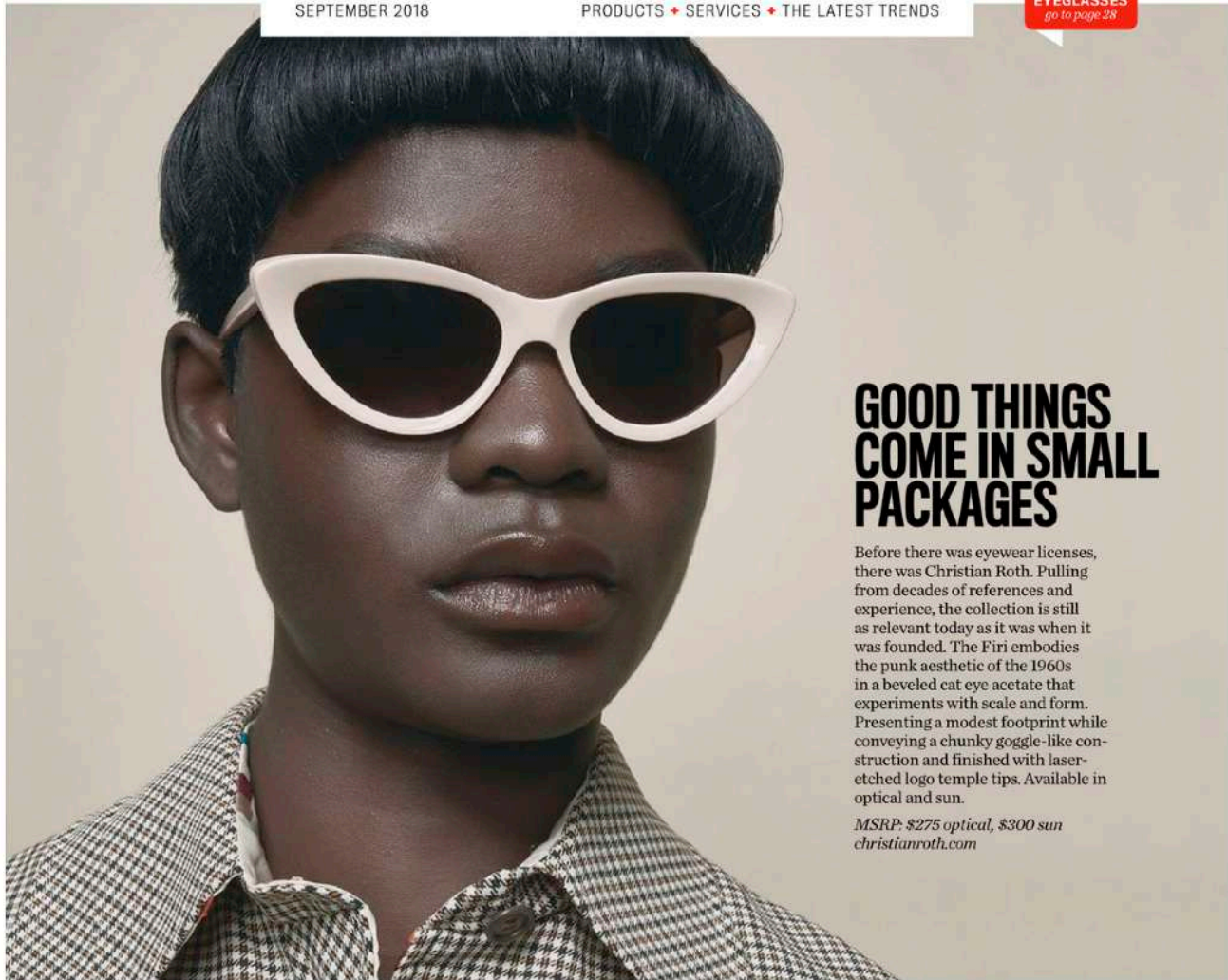
## BOO!

It's fright sight for some CL sellers

THE BIG STORY

# 'AND NOTHING WAS EVER THE SAME AGAIN ...'

ECPS SHARE THE MOST PIVOTAL MOMENT FOR THEIR BUSINESS



## GOOD THINGS COME IN SMALL PACKAGES

Before there was eyewear licenses, there was Christian Roth. Pulling from decades of references and experience, the collection is still as relevant today as it was when it was founded. The Firi embodies the punk aesthetic of the 1960s in a beveled cat eye acetate that experiments with scale and form. Presenting a modest footprint while conveying a chunky goggle-like construction and finished with laser-etched logo temple tips. Available in optical and sun.

MSRP: \$275 optical, \$300 sun  
[christianroth.com](http://christianroth.com)



### MONTHLY SALES SURVEY

→ How were your overall revenues in July compared to the same month in 2017?

### TOP-SELLING VISION BRANDS FOR JULY\*

#### EYEGLASSES:

Ray-Ban (11), Kate Spade (8), Oakley (6), Scott Harris (4), Tom

Ford (4), Europa (3), FYSH (3), Altair (2), Anne Klein (2), Etnia Barcelona (2), Garrett Leight (2), Hugo Boss (2), Lafont (2), Michael Kors (2), MODO (2), Nike (2), Silhouette (2), Taylor Madison (2)

#### SUNGLASSES:

Ray-Ban (13), Maui Jim (9), Oakley (8), Costa (7), Kate Spade (6), INVU (4), bebe (2), Coach (2), Etnia Barcelona (2), Gucci (2), Rio Ray (2), Tom Ford (2), Wiley X

\* Brands mentioned by multiple Brain Squad members when asked what had sold well in July. Join at [invisionmag.com/brainsqued](http://invisionmag.com/brainsqued).

MORE HOT SELLERS ON PAGE 24

# FASHION

*It isn't a proper trade show without a little style and these collections have it in spades. Looking to inject your optical with a little pizzazz? Look no further.*



01

## FLY AWAY

Part of **FYSH UK**'s Fall 2018 collection, F-3617 is an aviator-inspired frame with a honeycomb pattern around the rim. The WestGroupe collection also includes a large fit frame (F-3616). **BOOTH #17019**



02

## LOVE TRIANGLE

Elegance and style are at the core of Marcolin's latest collection from **GUESS**, which includes 14 optical styles and four sun styles. The '50s-inspired model GU7606 features a chain with two signature Guess triangles. **BOOTH #16053**



03

## SIGNATURE, PLEASE!

Transitions Optical and Essilor of America offer new colors from **TRANSITIONS SIGNATURE** lenses and six **XTRACTIVE** style mirrors. New lens colors include amber (shown here) and emerald. Mirror colors include gold, silver shadow, red and green. **BOOTH #LP11065**



04

BRAND NEW

## THE WRITE STUFF

You know **MOLESKINE** for its notetaker's dream journal collection, writing tools, and other journalicious accessories. Now the brand writes a new chapter with eyewear from Eyewear Designs. Moleskine Eyewear offers 18 optical styles, and a line of readers to follow in November. Models MO 1104 (top) and MO 1107 (bottom) shown. **BOOTH #16015**



05

## EASY AS 1, 2, 3D

Sarah, Manu, Erwin, and Felix may sound like a group of friends you'd want to hang out with, but in this case, they're the styles in **NEUBAU**'s environmentally sustainable, 3D-printed collection. The details and textures are the result of the precise nature of 3D printing for this collection, which first came to life at the company's Austrian headquarters. The Felix is shown here. **VENETIAN SUITES 35-112**

*Trending*

EYESHOP OPTICAL CENTER / LEWIS CENTER, OH

# WELCOME TO WHIMSY

Drawing on owner Dr. Cynthia Sayers' experience — in and outside of optometry — and sense of fun, EyeShop Optical in Lewis Center, OH is the 'opposite of clinical.'

BY HEATH BURSLEM

IF YOU SHOULD STRAY into EyeShop Optical Center in Lewis Center, OH, looking to go through the motions of an eye exam just to "get it done," it shouldn't take you too long to realize you're not in your typical optical chain. If it isn't the non-stop '80s music that tips you off, or being greeted by the sight of *Monsters Inc.* Mike wearing an eyeglass on his one eye, then maybe bumping into Barbie in the exam room or the glasses-clad dogs in the bathroom will do the trick. And if all that fails to set you straight, it's probably safe to say that if your appointment happens to be on Dessert Friday (or the store's monthly Lollipop Day), the penny will drop.

"EyeShop is 100 percent me, in every way," says owner Dr. Cynthia Sayers. "I love adorable things and anything that represents whimsy."

By any measure, Sayers' experience owning and operating EyeShop Optical has been a successful one. But the achievement she's most proud of is having learned how to connect with her patients. "I love finding the common ground with people; whether we are both dog lovers, have children the same age, or like to gripe about our 40-something struggles. That makes the day

worthwhile," she says.

Being relatable, she says, means walking out into the optical to voice very honest opinions when a patient is stuck between three pairs of glasses. It means returning phone calls and responding to emails personally. In the management sphere, it means hiring employees "based on personality, not experience, she says. "I could not work six days a week and go to a place that I didn't love. I wouldn't expect my employees to either. So, making the environment light hearted makes every day a good day."

Looking back, Sayers remembers hoping that "people would just pop in without an appointment just to say 'Hi,' or grab a cup of coffee.

Who knew that would actually happen?"

Sayers opened EyeShop Optical in May 2011 after 10 years of practicing optometry in a commercial setting. During the first decade out of OD school she worked at a LensCrafters as an associate doctor. "The experience was great," she recalls. "We saw a lot of patients from varying backgrounds. I learned who I wanted to be as a doctor and what was important to me."

By the time her daughter was



Cynthia Sayers, OD





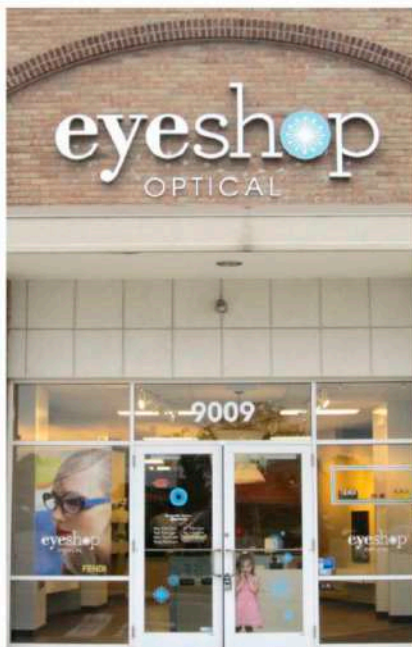
Staff are bestowed titles including 'EyeShop Overlord,' 'Living on the Edge,' 'Creative Genius,' and 'Master Organizer.'



**OWNER:** Cynthia Sayers, OD | **FOUNDED:** 2011 | **EMPLOYEES:** 4 full-time, 2 part-time | **TOP BRANDS:** FYSH, Lilly Pulitzer, Kate Spade, Ray-Ban, Nike | **AREA:** 2,000 square feet | **BUILDOUT COST:** \$10,000 | **ARCHITECT AND DESIGN FIRMS:** Real Space Design, MeetMeg | **URL:** eyeshoptical.com | **FACEBOOK:** facebook.com/EyeShopOptical | **TWITTER:** twitter.com/myEyeShop | **INSTAGRAM:** instagram.com/eyeshoptical | **YELP:** yelp.com/biz/eyeshop-optical-lewis-center

“

I love adorable things and anything that represents whimsy.”



The goal Sayers set for herself was to be the 'opposite of all things clinical.'



"EyeShop is 100 percent me, in every way," says Sayers.

**OUR JUDGES SAY**

"EyeShop sparkles with personality and love for the customer ... Complete engagement on every level, from the customer to team-building and the community."

**BRENT ZERGER, L.A. EYEWORKS, LOS ANGELES, CA**

"The owner has added a lot of unique touches to her office. You can really see the personality of it come out. She's done a great job creating marketing materials and is very well branded."

**MICK KLING, OD, INVISION OPTOMETRY, SAN DIEGO, CA**

"I love the in-house vision plan and the detailed card... and that the owner makes baked goods for patients on Fridays and holds contests with prizes."

**NATALIE TAYLOR, TAYLOR VISION CONSULTANTS, BOSTON, MA**

3, nights and weekends were starting to take their toll and she decided to look for alternatives. "My boss at the time was well versed in the business side of optometry. Watching and learning gave me the confidence to go out on my own. I knew I wanted to be involved in all aspects of the process, not just the exams ... After driving by my current location many, many times, I finally decided it was time."

Sayers and her husband started to piece together how they wanted the business to feel. The goal, she says, was to be the opposite of all things clinical. She recalls thinking, "Don't show me one of those optical cabinets! I refuse to have matching waiting room furniture! EyeShop would be the place to go." She opened the doors offering appointments six days a week with just herself and one employee.

Opening cold was nerve-racking, she admits. "You have no idea if your plan will work or if people will come. I was lucky to align myself with great people.

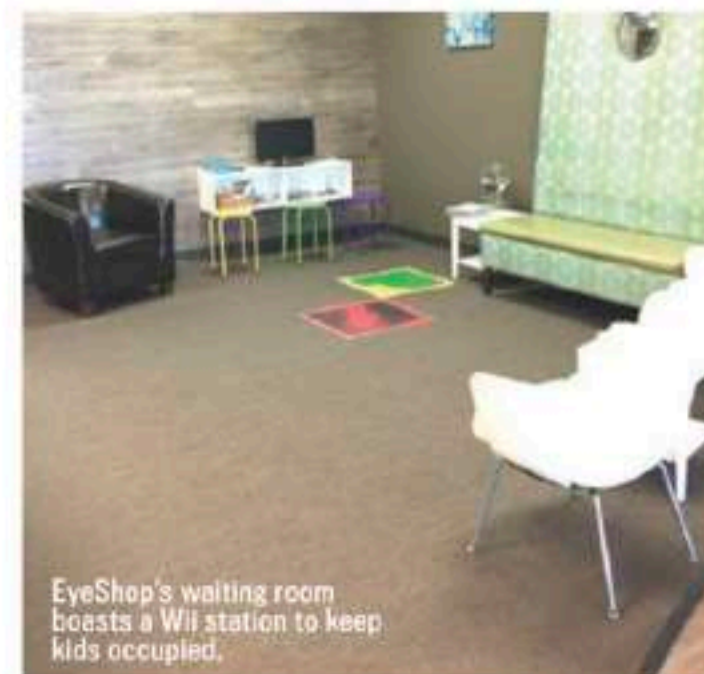
My marketing guru, Meg Russell, truly made my voice come through." The toughest part, she says, was figuring things out as you go, "finding out labs can't just do anything, and that you have to learn to problem solve quickly."

Sayers describes Lewis Center as "the perfect demographic ... a growing area that has just added a fourth high school so family is everything." EyeShop carries several independent brands for those who are seeking to stand out, but they share optical space with brands people have come to rely on, she says. "We love FYSH and KLiK. Unique design, great color options to make our boards pop, and a great price point. We also love Kate Spade for classic looks with a twist. And due to our large volume of families, Ray-Ban provides styles for kids, moms and dads, as well as

great sunwear."

The results speak for themselves — business is booming. "We continue to grow at an amazing rate seven years in. I couldn't be more proud," Sayers says. If years as a business owner have taught her anything, it's that "an optometry practice isn't just about vision and health; it's about earning someone's trust and becoming a primary resource for their overall wellbeing."

Oh, and one other thing, she says: "Why can't it be fun too?"



EyeShop's waiting room boasts a Wii station to keep kids occupied.