

INVISION[®]

THE MAGAZINE FOR THE AMERICAN
EYECARE PROFESSIONAL

MARCH 2018

SHOP!

VISION EXPO
BUYING GUIDE

WHETHER YOU'RE
HEADING EAST
OR NOT, WE'VE
GOT **ALL THE NEW**
PRODUCTS YOU
NEED TO KNOW
ABOUT



◀ The model
wears the Blise
from icl berlin.

SPECIAL
FEATURE

WORTH THE WAIT | Give your customers somewhere they love to hang out



1

NEW ADDITION FOR THE MAXIMALIST

► Among its nine stylish designs — each available in three colorways — **FYSH UK** celebrates all things gradient, glitter, leather, and beyond with its 2018 Sunwear Collection. Five combination frames set the tone for the brand this season, including model F-2024, which features a layer of metal stylishly situated between two layers of acetate.

\$180
all styles

Booth #2637

📍 westgroupe.com/fysh-uk
📞 (855) 455-0042

2

NEW ADDITION FOR THE E-Z RIDER

► Men looking for a “touch of Z” in their lives need look no further than Charmant’s **Z TITANIUM** collection. All three styles in the collection feature thin temples and a lightweight fit. Two are made with TR90 and Z titanium, including model ZT19855N, shown, and one all-metal style is made with Beta titanium and Z titanium.

\$99.99 to \$109.99

Booth #2727

📍 charmant.com/us
📞 (800) 645-2121

3

LAUNCH FOR THE FASHION SET

► The first-ever eyewear collection for **RAG & BONE** includes 31 styles: eight women’s and nine men’s sunglasses, plus seven optical frames each for men and women. All optical frames and select suns feature a TORX six-point screw-head hinge system. Model RNB1007/S, shown, is a modern take on the cat eye in acetate and metal.

\$195 to \$2950 optical styles
\$185 to \$295 suns

Booth #2749

📍 mysafilo.com
📞 (800) 631-1188

4

LAUNCH FOR THE FRANCOPHILE

► A debut collection of 30 Parisian-inspired styles is one way to make a statement, and **SANDRO** delivers on that. This bold collection includes 11 each of women’s and men’s ophthalmics, plus eight suns for women. Women’s model SD 2000F Color 101 and men’s model SD 1002F Color 001 are shown here.

\$225 to \$250 ophthalmic

Booth #2521

📍 mondotticausa.com
📞 (866) 666-3662

5

LAUNCH FOR THOSE WHO LIKE TO SPARKLE

► The debut eyewear collection from **ATELIER SWAROVSKI** features five opulently bejeweled styles. Each one includes the exclusive feature of a bespoke sparkling crystal inset on the temple tip. Model SK0164-P, shown, features Swarovski’s exclusive crystal Pointiage technique.

\$540 to \$705

Booth #2735

📍 marcolin.com
📞 (800) 345-8482

STYLE GALLERY



WESTGROUPE

FYSH UK

One-of-a-kind combination frame features a double-layer acetate — the top layer is a solid color, cut down to reveal the patterned acetate below. A metal inlay with a laser-etched design frames the brow line and is continued around the outside of the frame front, creating textural depth. This style (F-3597) comes in a rich palette of purple, brown, teal and grey.

MSRP: \$225

P (855) 455-0042

W westgroupe.com

VEE Booth #: 2637



ETNIA BARCELONA

The metal alloy used in Charlotte BLDG, from Etnia Barcelona's Advanced Collection, is one of the strongest and lightest on the market, designed for maximum comfort and developed with cutting-edge technology.

MSRP: \$295

P (888) 553-8642

W etniabarcelona.com

VEE Booth #: The Galleria - G421



MAD VISION

VINYL FACTORY

True to its roots, Vinyl Factory's Staton frames take us back to an earlier time and reinterpret classic and iconic models. Staton's unique design gets you into a retro mood and features a golden disc insert and electric guitar neck-shaped temple tips.

MSRP: \$205

P (888) 961-4675

W madvision.com

VEE Booth #: The Galleria - G847



SAFILO

CARRERA 169/V

Combining classic shapes and craftsmanship with a dash of urban attitude, the Carrera Signature collection focuses on styles that combine the flair of metal details with refined acetates. The double-bridge metal soft pilot shape, Carrera 169/V, is available in two sizes and is distinguished by an extremely light acetate rim surrounding a metal front and Flag stripes on the left temple.

MSRP: \$169

P (973) 952-2800

W carreraworld.com

VEE Booth #: 2749