

INVISION

INSPIRATION HOT SELLERS

Hot Sellers

BRAND RESULTS ON PAGE 19



RAY-BAN

A partnership between Ray-Ban and Facebook, Ray-Ban Stories are smart glasses that capture videos and photos, play music and podcasts, and take calls. MSRP: \$299

Each issue, INVISION surveys ECPs around the country about which vision products are selling best in their stores/practices. Then we calculate the results and share them with you to give you a gauge of front-line sales activity across the United States. To take part, go to invisionmag.com/brainsquad.

→ We're doing insanely great with the **RAY-BAN Stories!** *Angel Miller, Cynthiana Vision Center, Cynthiana, KY*

well; they're lightweight and comfortable. *Deb Jaeger, Eye Center of the Dakotas, Bismarck, ND*

→ **FUBU** and **VONTELLE** since many of my patients were looking for African American designer lines that fit and looked good. *Ansel T. Johnson, OD, Vision Salon Eye Care Associates, Blue Island, IL*

BRAIN SQUAD
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To see all the responses from the survey every month, join the Brain Squad: invisionmag.com/brainsquad

→ **ANNE ET VALENTINE's** most recent releases have been stunners and we can barely keep them stocked. In sun, the **MODO 3D** Printed and Brooklyn Made lines are both great for the price point and men love a matte

black frame. **MASUNAGA** was recently brought in and has been moving well. *Jason Klepfisz, OD, Urban Eye Care, Phoenix, AZ*

→ **ETNIA BARCELONA** and **LAFONT** glasses, and **SALT** suns. *Laura Miller, OD, Northwest Hills Eye Care, Austin, TX*

→ **PUMA** ophthalmics, it's a new brand to our office and it's a great price point. It's been a slow sunglass selling season for us in the Northeast. *Christine Howard, Eyes on Plainville, Plainville, MA*

→ **OWP, FYSH, CHESTERFIELD** ophthalmics and **OAKLEY** suns. *Jennifer Leuzzi, Mill Creek Optical, Dansville, NY*

→ The **DAVID SPENCER** line. It has beautiful, saturated colors and shapes that fit many faces. **LIGHTTEC** frames sold as

bines metal and plastic. It's an easy shape, great fit, beautiful colors! For sun, if they were polarized, they sold. Lots of winter snow + sunshine = all the glare. *Jenna Gilbertson, McCulley Optix Gallery, Fargo, ND*

→ **FANIEL** eyewear, it has deep rich colors and unique shapes. In sun, **COACH** and **MICHAEL KORS** in modified aviator shapes. *Scott Keating, OD, Vision Trends, Dover, OH*

→ The **ERNEST HEMINGWAY H4858**, a metal semi-rimless frame, it's stylish and available in several colors. *Sonja Franklin, OD, Modern Eyes, Austin, TX*

→ **CVO** frames were flying off of the boards. **GUCCI** suns were definitely the most requested in January. *Colby Spivey, Vision Center South, Dothan, AL*

→ **CATCH LONDON** glasses, great colors and great price point. *Kristina Jordan, The Eye Site, Mishawaka, IN*

→ Our optician Dee tells us the **WOOW** Voolez-Vous 2 sold well. **MAUI JIM** is still king in sun; once people try them on they are sold. *Scott Mann, OD, INVISION, Christiansburg, VA*

→ The **PRODESIGN 3184**, a women's frame that com-

ERNEST HEMINGWAY
Ernest Hemingway Eyewear is a vintage-inspired roundup of retro zyls, metal-zyl combinations and metals. The H4858 is a men's metal available in Gunmetal Silver, and Gold (shown).



MSRP: Price upon request