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JANUARY - FEBRUARY 2016

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ADVERTISING

# In the News



[ Pierre Bertrand ]

## The Eye Disease Foundation will host its event “Great Cocktail – The Golden Years”

The Eye Disease Foundation is happy to announce that Pierre Bertrand, Essilor Canada’s president, will be the honorary host of the event “Great Cocktail – The Golden Years”. This fundraising event will take place on February 23, 2016 in suite 701 of the Place d’Armes Hôtel, in Old Montreal. You are invited to this cocktail reception, which will feature the music and the ambiance of the 1920s and 30s!

Bertrand has extensive multinational experience in strategy, marketing, finance and sales among leaders of the pharmaceutical and optical industries. Since February 2015, he has been president of Essilor Canada, where he is responsible for developing strategies for the growth and profitability of the lens market. He previously spent four years with Essilor USA, notably as marketing vice-president for sunglasses and lens coating.

The Foundation’s 19<sup>th</sup> annual fundraising dinner-show took place on November 17 at the Capitul de Québec, under the honorary presidency of Michel Dallaire, Eng., president and Chief Executive Officer of Cominar Real Estate Investment Trust.

NewLook Eyewear, Laboratoire d’optique SDL, Essilor, Maison Adam and Cominar REIT were the major partners for this event. The Foundation would like to thank all its distinguished guests, partners and sponsors for this overwhelmingly successful event which attracted close to 900 people and raised \$122,600!



[ mod. Rafael - matte retro tortoise ]

## Costa’s New Rafael Style Gives Anglers an Edge

Costa’s new sunglasses frame style Rafael is comprised of a nearly-indestructible bio-based resin material sourced from the castor plant, a sustainable, hardy perennial. The bio-based resin produces increased durability, overall sunglasses weight reduction, and the ability for the frames to hold its shape in extreme heat to bitter cold temperatures, crucial for anglers out battling the elements.

Incorporating a bio-based resin frame construction reduces Costa’s manufacturing process emissions by up to 40 per cent, and cuts the company’s overall carbon footprint significantly.

In addition to the durable frame construction, Rafael features a wide temple design wrap-style shape, with sturdy integral hinge technology. It also offers Costa’s signature three-square-hole venting system to alleviate lens fogging, and hypoallergenic rubberized temple tips and nose pads to keep the sunglasses comfortably in place all day, no matter how harsh the conditions.

Rafael’s frame colour options include blackout, matte retro tortoise, matte olive teak and matte black teak.



[ mod. E9122 – 916 ]

[ mod. E9123 – 920 ]

## Evatik introduces two new models

Evatik, distributed by WestGroupe, launches two new models for winter 2016 that are perfect for both a casual and dressed up look.

E-9122, made from 100 per cent Titanium, captures the high-performance, tech-inspired trend that rules the fashion runways this season. The perforated, acid-etched mesh pattern is highlighted by a contrasting coloured trim that provides a sporty, yet thoroughly contemporary look. The masculine colour palette of grey black, grey red and blue black blends well with the sleek, rectangular shape.

Taking us back in time is the E-9123. Its deep, masculine square shape has a vintage look, reminiscent of the 50s and 60s. The translucent, hand-crafted acetate comes in smoky hues such as black, brown smoke and blue smoke, and makes this model a staple piece for this season.