

EYECARE

Retail Strategies &
Profitable Practices

BUSINESS

PentaVision

DECEMBER 2016

2017, Predicted.

A glittering, gorgeous tour of one specs trend that will **drive sales** + an inside look at the **5 key consumer directions** that will help define your business next year.

**Digital
Eye Strain
Relief Guide**
6 tips to share
with patients

**The 3-Year
Economic
Outlook**
Prepare for the
highs and lows

The color-saturated
Lightec Delta 4A
model 8109L from Morel





The Glitterati

From top: Luxottica's Dolce & Gabbana DG3265B 3100 baby blue cat-eye with stunning metalwork temples embellished with 3D flowers and Swarovski crystals. Westgroupe's FYSH UK F-3565 671 clear acetate frame with metallic fiber inlay. De Rigo REM's Jonathan Adler Buenos Aires sunglass cat-eye in cream with gold leaf flake acetate. OGI's Seraphin Somerset/8005 beige acetate cat-eye with gold glitter and frame-within-a-frame inset plus transparent glitter temples.

frame introductions

EYEWEAR ADDITIONS AND LINE EXTENSIONS



↑ AMERICAN DREAM

From the “original American lifestyle brand with European sophistication,” the fall/winter 2016 GANT Eyewear collection from Marcolin mixes contemporary style with classic looks, offering three optical models for men (GA3115, GA3121, and GA3122) and two for women (GA4059 and GA4067).

Both acetate and metal are featured in rounded or rectangular silhouettes. The collection aims to be “on trend without being too forward.”

Pictured is men’s model GA3115 in White/Tortoise. The frame offers a vintage-inspired rounded front, while metal detailing and a metal nose bridge highlight the style. GA3115 is also available in two Black/Tortoise combinations.

Suggested retail pricing for the collection ranges from \$172 to \$199.

INFO: 800-345-8482, MARCOLIN.COM

↓ GLAM GIRL

De Rigo REM unveils the latest optical collection from decor design guru Jonathan Adler. The line showcases Adler’s bold design ethos inspired by mid-century art and pop culture.

The collection’s two optical models are “chic in design, playful in nature,” and all-around glamorous, according to the company.

Pictured is model JA312, a smaller, square-shaped acetate frame (sizing 49/19-135) with a marbled coloring for textural effect. Shown here in Aqua and Brown, this style is also available in Black. “Stylized minimalism meets subtle subversive flair,” for model JA105, a two-toned stainless steel frame in a rounded cat-eye shape with gold-splattered acetate temples. It is available in Black, Brown, or Purple.

The suggested retail price range is \$160-\$180.

INFO: 800-423-3023, DERIGO.US



OGI EYEWEAR

Bon Vivant | Adele | Stainless Steel, Mazzucchelli Acetate | 51/16-140 | Tropical Teal, Atlantic Blue, Aubergine, Crimson | Women

INFO: 888-560-1060, OGIWEAR.COM



WESTGROUPE

Evatik | E-9136 | Metal | 59/18-150 | Brown Gun, Blue Gun, Black Gun | Men

INFO: 855-455-0042, WESTGROUPE.COM



KENMARK

Kensie | Passionate | Zyl | 51/19-135, 53/19-140 | Brown, Caramel, Gray | Women

INFO: 800-627-2898, KENMARKOPTICAL.COM