

OPTICAL PRISM
THE MAGAZINE FOR EYECARE PROFESSIONALS

OPTICAL PRISM | COVER STORY



KLIiK K-705

FRAME TECH

BY DAVID GOLDBERG



EVATIK E-9210



JIMMY CHOO VAL/S

spun and carved on a lathe to create the rounded temples, each style with slightly different accents and bevels," explains managing director-Canada, Jeff Speiran.

SWITCH IT UP

Alternative Eyewear is all about transformative pieces that quickly go from ophthalmic frame to sunglasses in one fluid movement, without hooks or magnets. No glare or ghosting, just a seamless trans-

formation. Hard coated colours and laser welding complements contrasting hues with RX frames.

"The convenience of swiping skin options is the hottest trend for ease when switching from RX to sunglasses," says CEO Paul Storace.

"The Transformative Eyewear Experience creates ease with your vision while having options, whether driving at night with yellow lens option or maximum UV protection with our polarized grey lens protection."

Many parents dread shelling out money for kids' glasses because they know it's only a matter of time before they get broken in the schoolyard.



NANO VISTA BY
ALTERNATIVE EYEWEAR

