

**OPTICAL PRISM**  
THE MAGAZINE FOR EYECARE PROFESSIONALS

EYE FOCUS | COVER STORY



FYSH F-3673



SERENGETI WINONA



ZEAL LOLO



ZEAL CAMPO



LIZ CLAIBORNE L459



SILHOUETTE EOS



SERENGETI WAKOTA

**I**t's been a challenging year for the eyewear industry to say the least.

Its largest customer base, Baby Boomers and seniors, were, for the most part, shuttered inside their homes, coping with the new normal of pandemic life.

That prevented many folks from shopping in person for new optical frames and sunglasses, but industry leaders, such as Safilo Group EVP Eric Blanchette remain optimistic about the future.

"With more and more people getting fully vaccinated, we expect to see many more seniors updating their eyewear soon," he says.

Blanchette forecasts that rectangular frames will continue to be popular for senior men.

"This shape provides an updated look, but is deeper for this age category to feel comfortable with multi-focal lenses."

For women 55 and up, he sees deeper frames with an upswept brow – producing a subtle cat eye effect – remaining popular.

When it comes to colours for men, Blanchette says we'll see a preference for variants of grey, brown, Havana and classic black, with blue just beginning to have its moment.