

132+ PROFIT-ENHANCING NEW PRODUCTS | HOW ONE ECP TOOK ON WP | BIG OPP: GLOBAL FIT EYEWEAR

# EYECARE

Retail Strategies &  
Profitable Practices

# BUSINESS

PentaVision

MARCH 2017



Zoom in

# Social Climbing

Desirous of a beeline to more fans, followers, likes, and shares + the resulting boost in business? Step inside this bigger-than-life issue to score the Ultimate Social Media Guidebook for eyecare professionals

Calvin Klein Collection CK8043 from Marchon (on Eli) and Calvin Klein Collection CK3581 from Marchon (on Alexandria)

## Spring Fashion Blooms

Specs style is infused with luscious hues + flower power

## The **BIG** Vision Expo East Guide

NYC is calling. Get our curated lineup of the best events, education, and après-show hot spots

## Got Strain?

The inside line on a hot, new category of SV lenses engineered for DES

Zoom in

**URBAN  
FLORA**

Evotik 9164 from  
Westframe, a sleek  
black semi-rectangular  
frame with two-tone  
coloring and a laser-  
engraved linear pattern  
on the temples.





**← RIDE IN STYLE**

SPY Optic introduces a new colorway on its premium Omen MX goggle in support of Supercross rider Cole Seely.

The new design features Seely's signature CS/14 logo on the strap and a Black/Graphite/Matte Mint color combination that was designed by Seely himself.

The Omen MX goggle is the most feature-packed goggle in the brand's collection, says SPY. Standout features include an anti-fog RISE ventilation system, outriggers for helmets with small/medium face openings, and a shatterproof/detachable nose guard.

"I've been riding with SPY goggles since 2014, and I'm super excited with how my first signature SPY colorway turned out," says Seely. "Being able to run it in the dirt has me even more hyped to come back next season."

Suggested retail pricing is \$100.

INFO: 855-655-8980, [SPYOPTIC.COM](http://SPYOPTIC.COM)

VISION EXPO EAST BOOTH: 2875

**➤ VISION PROTECTION**

Hilco offers new additions to its Leader Wrap Rx Sunglasses collection, with sporty 8-base wrap styling for patients seeking economical sunwear.

The 8-base wrap is designed to protect the wearer from peripheral sunlight, wind, and dust. A proprietary 6-base removable Rx adapter is available, designed for "hassle-free" standard lens processing, Hilco notes.

Pictured is model Pit Viper, with sporty temple accents and semi-rimless styling. Pit Viper is offered in Shiny Black/Lime Green (pictured), Matte Gunmetal/Black, Matte Navy/Silver, and Shiny White/Neon Blue.

Standout features in the collection include Tlex™ temples as well as added sizing options.

Hilco also offers an Rx Sun Smart Start Sampler with four best-selling models (one promotional offer per dispensing location).

Suggested retail pricing is \$125.

INFO: 800-955-6544, [HILCO.COM](http://HILCO.COM)

VISION EXPO EAST BOOTH: 1521



**PLAN "B" EYEWEAR**

Ice Cream | IC9073 | Metal | 53/15-142 | Blue/Black, Purple Red/Black, Red/Black | Women

INFO: 888-399-7742, [ALTERNATIVEEYES.COM](http://ALTERNATIVEEYES.COM)

VISION EXPO EAST BOOTH: 1267



**WESTGROUPE**

KLIIK denmark | K-581 | Acetate/Stainless Steel | 49/17-135 | Matte Black, Crystal, Tortoise | Unisex

INFO: [WESTGROUPE.COM](http://WESTGROUPE.COM), 855-455-0042

VISION EXPO EAST BOOTH: 2637



**MODERN OPTICAL**

GB+ | Attitude | Stainless Steel | 58/16-145 | Black/Gold, Brown/Gold, Ivory/Gold | Women

INFO: 800-325-2409, [MODERNOPTICAL.COM](http://MODERNOPTICAL.COM)

VISION EXPO EAST BOOTH: 2521

Zoom in