

INVISION®

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EYECARE PROFESSIONAL

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SHADES OF GREAT

12 new men's
eyewear looks
for summer

SET IT AND FORGET IT

Social media
tools to help you
stay active



POLITICALLY CORRECT

A D.C.-area
practice puts
community first

THE BIG STORY

SHOCK & AWE

TRUE TALES from the front
lines of vision care

SPECIAL FEATURE

SKIN DEEP

ECPs share the
stories behind
their tattoos

The model wears the Dani (T024) frame from neubau.

MUST-HAVE MEN'S

SERVE UP SOME STYLE FOR THE GUYS.

MEN'S FRAMES account for almost half of the eyewear pie, but let's be honest: We often focus more on the women's slice because it's usually served — Colors! Shapes! Bling! — à la mode ... OK, now we want pie ... Hopefully your customers will be tempted by these flavorful new frames too. **STORY BY MARISSA WALSH**



KLIİK
\$230 Modern model **K-581** is an appealing acetate with slender stainless-steel temples. It has a retro feel and while technically unisex — very 90s! — is featured in the current on-trend color, crystal. Also available in matte black and tortoise. (855) 455-0042 | kliik.com



HEADLINES
\$195 Modern men will melt for the slim silhouette and metal detailing of smart model **290**. One could match these with slim-fit trousers to be ultra-hip and trendy, but maybe don't. (888) 399-7742 | alternativeeyes.com



ELASTA
\$173 Safilo reintroduces one of their flagship brands with durable model **3110**, targeted to 40+ men who don't care about labels, but are looking for affordable quality and functional style. Hello Sir! (800) 631-1188 | mysafilo.com

CHAMPION
\$149 For better or worse, athleisure (the word and the trend) seems to be here to stay, but masculine model **CU201903** does an excellent job of combining style and flexible-titanium comfort, so please put on some real pants. (800) 243-6350 | lanyamerica.com

