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Association of
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"This campaign perfectly projects the beauty and simplicity of the KLiiK denmark collection and captures the essence of the KLiiK consumer"

KLiiK denmark/WestGroupe



Rimless

Dynamic collection

Silhouette has extended its frame portfolio with the introduction of a new eyewear range called 'Dynamics Colourwave.'

The collection of rimless frames (pictured) feature the company's trademarked 'Titan Minimal Art' design.

The range includes 11 new lens shapes and 12 "bold" new colours. Wearers can also select from a number of new sides designs, which aim to complement the minimalist styles and shapes of the new frames. These include a double-bridge pilot aviator, cat's-eye and other oversized classics, Silhouette said.

The eyewear company confirmed that it will deliver frames within 96 hours from when an order is placed to anywhere in Europe, adding that end-stage production will be carried out at its new lens laboratory in Linz, Austria.

Silhouette was recognised at this year's Red Dot Design Awards, receiving accolades for its Atelier 'G700, Titanium Meets Gold' frame, and its Dynamics Colourwave collection.

www.silhouette.com

Lenses

A feel four colour

Transitions Optical has launched a range of new light adaptive lenses.

The Style Colours collection, which is the first launch from Transitions in a number of years, comprises four lens colours – Amethyst, Sapphire, Emerald and Amber – which the company says are style-driven and aim to provide wearers with the option of matching or complementing their chosen frame in line with their individual style.



The company said: "As well as offering a unique, stylish way for wearers to express themselves, the launch aims to bring Transitions lenses to a younger consumer. Style Colours introduces a contemporary element to purchasing prescription eyewear; colours can be selected to complement the chosen frame."

www.transitions.co.uk

Spectacles

Vintage appeal

KLiiK denmark has launched a new campaign for its range of frames, including a website redesign, a new look-book and in-store merchandising materials.

Describing the collection as featuring "rich, saturated colouring, laser cut detailing and mixing of patterns and materials," the Scandinavian eyewear brand added: "These are some of the design elements that are integral to the KLiiK denmark collection."

The range, which is produced by WestGroupe, includes frames for both men and women, and focuses on "smaller eye sizes and is a go-to collection for the smaller fit, small PD consumer with a strong sense of style," the company said.

The frames pictured are models K-587 and K-588 from the spring 2017 collection.

www.ridgwayoptical.co.uk

Lenses

Varilux X factor

Essilor has developed a new type of lens, which it says is "the first progressive lens to match the maximum volume of vision that wearers need in the modern world."

Essilor explained that while earlier progressive lens designs were based on a single distance for near vision, at 40cm, and in one viewing direction only, the Varilux X series lens can handle multiple near distances in a 40–70cm arm's length sphere, giving extended vision.

The new lens is said to meet 75% of the wearers' visual needs within arm's length. This is compared with the 59% match average from alternative premium progressive designs and makes it the highest match ever achieved by a progressive lens, Essilor highlighted.

www.essilor.co.uk

