

2017 August

eyes

a RIMS MEDIA magazine for all optical retailers



LYLE & SCOTT

EST 1874

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LYLE & SCOTT BONHILL 8

PRET A PORTER

Dates: Friday 6 to Monday 9 October 2017

Times: 9am to 6:30pm

Venue: Hall 5A-6, Parc des Expositions Paris Nord Villepinte - 95970 Roissy



Ana Hickmann from GO Eyewear

Getting There

Driving
 Address: Paris Nord Villepinte - ZAC Paris Nord 2
 93420 Villepinte
Car Parking Information
 Exhibitor/delivery entrance: via A104, exit 1
 Visitors entrance (car parks P1, P2 et P3) : via A104, exit 2

By public transport

RER: ligne B towards Charles de Gaulle Airport, stop: Parc des expositions
BUS: Airport shuttles from Porte Maillot / Air France coaches / Beauvais Airport shuttles

By car

Reach the A104
 Two entrances: Visitor entrance / Exhibitor entrance

By plane

From Paris - Charles de Gaulle airport
 RER B direction Saint-Rémy-lès-Chevreuse to Parc des Expositions station
 From Paris - Orly airport
 Orlyval to Antony, RER B direction Aéroport Charles-de-Gaulle to Parc des Expositions station

ProDesign's Danish Heritage Collection

Behind an ExtraShow concept, SILMO is promising a celebratory exhibition in honour of its 50th anniversary, centred on a spirit of sharing and socialising. For the past 50 years, the optics and eyewear industry has come together at the Mondial de l'Optique (World Optical Fair) to unveil designs, innovations, companies and brands, all demonstrating a commitment to improve and enhance vision.

So what can you expect to see at this lively 4 day event? All new collections of frames will be on show in the extensive Hall 6 including luxury and sport collections and of course, the hugely popular Village featuring the trends of tomorrow. In addition to frames there will be a wide range of lens and contact lens exhibitors including low vision exhibits. There will also be optical equipment, POS material and the Ab Fab Lab – a laboratory of technical innovations as well as innovations from the smart glasses market. And of course to round off the celebrations, the illustrious SILMO d'Or awards evening will take place on the Saturday evening.



OGI Eyewear's Heatherton



Ridgeway Optical Supplies/ Westgroupe Model K-584 colour 417



Continental Eyewear



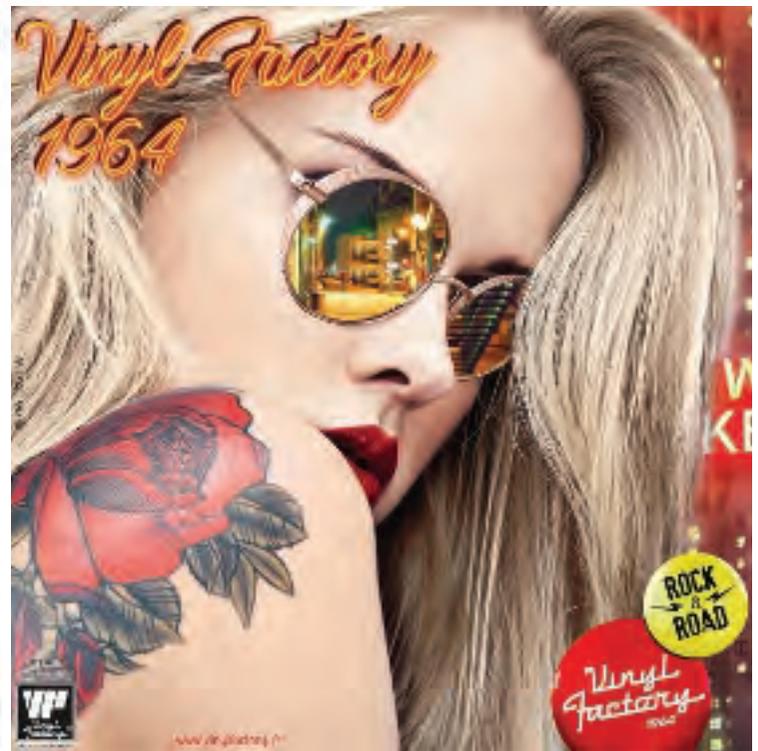
Swiss Eyewear Group



Booth&Bruce
Model BB1705



Dunelm's Lyle & Scott Groat's 3 -
Colour code L2 - a classic Havana and blue with satin silver sides.



Vinyl Factory

WORTH A VISIT

For those visiting the show here is a sneak preview of what will be on show.

Booth&Bruce

Model BB1705 (pictured) will be on display at Silmo where the company will be launching its autumn/winter collection. Booth&Bruce are continuing their dual aspect frame collection and will once again feature dramatic, stainless steel models, in nature driven tones, look out for earthy hues, and eye catching colour combinations. Side by side with the stainless steel collection, the company will be adding to their now globally admired acetate and combination collections in the Here&Now range. With the inspired use of selected Mazzucchelli acetates, hand finished, and polished, to give a luxury feel the collection, will include feminine shapes and strong masculine styles.

Continental Eyewear

Continental Eyewear will be celebrating over 20 years of consecutive Silmo exhibitions in Paris this year. You can see the redesigned stand and meet the team in Hall 6C 056 to share a drink and a chat. This UK frame distributor currently exports all of its collections exclusively to over 45 countries worldwide via a network of agents, distributors and global optical partners. It will be showcasing a huge number of new frames, across all price points with a focus on value for money across all collections fundamental in everything frame they release.

Ranges such as the Cameo collection will have a multitude of additions, using the very latest materials to add to its comprehensive and extensive offer, as will the hugely popular Lazer Plus and Lazer junior ranges. There will be a special section of the stand dedicated to the revamped Jacques Lamont brand, which promises designer quality without the price tag while the trendy teens Zenith collection will receive several new frames in this select area.

For those customers wanting to 'dare to be different' there will be several releases in the award winning X-eyes collection and if it's premium quality you are after there is the Jaeger Pure titanium range with new releases due in both the men's and women's ranges.

Design Eyewear Group

The Design Eyewear Group is now home to an impressive number of top collections: The latest Face a Face collection is full of surprises and elegant craftsmanship while WOOW is now celebrating its fifth year with its positive attitude and talkative style.

In a world where love is essential and all is possible, wearers are tempted to fall in love with the new Inface collection of classic urban eyewear. The style is inspired by the legacy of Danish design, with new interpretations of classic shapes and colours.

Nifties is designed for fine facial features with frames made with low PD and elegant lines, to fit small faces. And of course there is the well known and highly popular ProDesign range inspired by all things Danish as is the simple and elegant Kilsgaard.

Dunelm Optical

Dunelm Optical will be making an appearance alongside Silmo by showing their full 2017/18 eyewear collection, including 50 new styles from their forthcoming autumn release, for view by prior appointment at their hotel suite, located in the Hotel Kyriad, Roissy Villepinte.

Alongside their other ranges, the company will be showcasing their latest designer high street brand for men -Lyle & Scott. The iconic 'Golden Eagle Logo' from this British clothing brand is a raised, 3D signature detail on every frame in the range, complementing its established image. Said Peter Beaumont; Chairman & Chief Executive for Dunelm Optical; "Lyle & Scott is a classic, encapsulating, strong brand which has had a wide appeal across the age spectrum. Portraying style, confidence and practicality this popular brand is ideally suited to today's modern gentleman."

Go Eyewear

The Ana Hickmann Eyewear autumn/winter17 collection presents several innovative details which meet the market trends for the season. New butterfly wing shaped sunglasses, introduced in the latest collection provide a totally new visual experience with vertical gradient concept lenses, for a bold and extremely fashionable look.



KIRK & KIRK
Model Bridget

The Duo-Fashion temple collection DNA introduces a new diamond shaped temple decoration reinforcing the use of geometric shapes as a fashion trend. The Diamond shape is used in two different ways, one as a decoration and the other as a temple design, both feminine and elegant. Another special feature of the latest collection is a new type of decoration on metal sunglasses where the metal is crafted from the inside creating a pattern print effect on the lens.

KIRK & KIRK

Jason and Karen Kirk will be showcasing the 'Kaleidoscope, Quartz Edition Collection' at Silmo - which has been produced in celebration of their 25th year in optics. So as Silmo celebrates their 50th anniversary, Jason and Karen will be celebrating too. Inspired by some of their earliest designs, the pair have gone back to their roots to launch Kaleidoscope - Quartz-Edition - a collection of specially commissioned materials that shimmer and sparkle. Exuberant, celebratory eyewear that is bold, beautiful and confident.

OGI Eyewear

This American company will be releasing new styles in each of its brands at Silmo, including a suite of frames by Seraphin - a collection known for its neoclassical aesthetic - led by the Heather-ton. This stylish model displays premium acetate in a range of metallic hues including rose petal, champagne, lavender mist and cabana green. Translucent temples reveal a steel-core with custom filigree engraving, a stunning detail that typifies the brand's neoclassical aesthetic. Designed in a wearable soft-square shape, the Heather-ton also has subtle corner cutouts for added flair.

Swiss Eyewear Group

INVU, the innovative global sunglass brand by Swiss Eyewear Group is moving into its fifth season. At this year's Silmo as well as showing its 2018 INVU collections, INVU will launch a series of new, highly innovative LCD screens that allow consumers to experience the unique benefits of INVU's ultra polarized lens in-store. Polarizing lenses were invented over 80 years ago. Now INVU ultra polarized has reinvented the polarized category, creating value for consumers and retailers.

Vinyl Factory

If it's something less conventional you are after then Vinyl Factory is a sunglasses and optical frame brand totally obsessed with music. Its designers are inspired by their passion for various music genres and create retro models with a pop-art twist. The opening of the Vinyl Factory corner-store inside the Olympia Hall of Paris is one of the brand's achievements and the collection regularly signs partnerships with many musical events.

Westgroupe

With its collections distributed in the UK by Ridgeway Optical Supplies, Westgroupe has an extensive offering to suit all tastes and requirements. Its KLIik Denmark collection is no exception. Among its design elements will be rich, saturated colouring, laser cut detailing, round and angular shapes, mixing of patterns and materials.

Model K-584 colour 417 (pictured) is made of high quality Mazzucchelli acetate and has a laid-back round shape - one of the latest hottest eyewear trends - and a tribal inspired feather print that blends with this season's 70s styling. The wide 3-barrel hinge prevents temple rocking in this unique style available in purple feather, grey feather, red feather and green feather. ♦