

EYECARE BUSINESS

Retail Strategies &
Profitable Practices

PentaVision

MAY 2018



Betsey
Johnson!

The original un-millennial
dishes on her specs collection

the
un-millennial issue

Style, specs, tech + retail strategies for the OTHER generations, delivered.

Betsey Johnson photographed by EJ Camp

frame introductions

EYEWEAR ADDITIONS AND LINE EXTENSIONS

→ WINNING STYLE

Lacoste eyewear from Marchon presents the first Novak Djokovic Eyewear Collection, an assortment of three exclusive sunglass styles (L102S, L601S, and L829S).

Fusing Lacoste's signature French elegance with the winning charisma of tennis champion Novak Djokovic, the new eyewear collection appeals with both elegant style and sport-inspired details.

The Novak Djokovic Eyewear Collection features versatile styles designed to add fashionable appeal to everyday looks while also allowing for freedom of movement on the court.

Each frame in the new collection features a special Novak Djokovic signature on the temple tips. Plus, the sunglasses incorporate color combinations and graphics that were inspired by Djokovic's Lacoste apparel collection.

Pictured is Djokovic in style L102S, pairing vintage flair with trendy details like a double metal bridge.

The suggested retail price range is \$145 to \$210.

INFO: 800-645-1300, MARCHON.COM



RENE LACOSTE TONIX

NOVAK DJOKOVIC

↓ FRESH TAKE

KLiik denmark unveils its latest eyewear collection from WestGroupe, inspired by Scandinavian design and up-to-date fashion influences. The new collection features new stylishly unique options (seven for women and three for men) that are perfect for wearers who require frames in smaller eye sizes.

The release also introduces titanium styles into the KLiik denmark collection (pictured), highlighted by layered design effects, as these models feature a mono-block front and a metal insert in a contrasting color at the top edge that extends outward at the end piece.

Other standout features of the collection include acetates with marble effects, retro-inspired silhouettes, and vibrant colorways.

The suggested retail price range is \$215 to \$295.

INFO: 855-455-0042, WESTGROUPE.COM



KENMARK EYEWEAR

Zac Posen | Quinny | Acetate/Metal | 52/16-140 | Granite, Tortoise | Women

INFO: 800-627-2898, KENMARKEYWEAR.COM



IMAGEWEAR

Revolution clip-ons | Lexington | Zyl frame, Polarized polycarbonate sun clip | 51/15-135 | Blue, Purple, Teal | Women

INFO: 800-414-7656, IMAGEWEAR.COM



OGI EYEWEAR

Ogi | 3134 | Acetate/Stainless Steel | 52/17-145 | Mahogany/Latte Brown, Castlerock/Cool Gray, Walnut/True Blue, Olive Green/Sage Green | Men

INFO: 888-560-1060, OGIEYEWEAR.COM