

# Optical Prism

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*the*

FINE

DETAILS

SILMO

A LOOK

AHEAD

ZIGGY  
MARLEY  
*for* JOHN  
VARVATOS

*Vintage:*

*Looking Back Looking Forward*



Designing 10 distinctive collections takes a tremendous amount of work and commitment. Inspiration can come from everywhere, most recently a genuine dilemma, for female first nations women. Size and shape is just not a one size fits all fix. I have been working on a collection with this group in mind.

Other times it is more whimsical, for example the pretty beading on a new blouse that my wife was wearing got the wheels turning. And other times, the most organic for me is to see the raw material and start to play. It does not always work but it gives me joy and sometimes God willing it sells.

Paul Storace  
President /CEO, Alternative Eyewear

## WHERE DOES YOUR BUSINESS DRAW INSPIRATION?

With the latest release of Ogi frames we were inspired by the channel setting of fine jewelry. The inlaid component of these styles adds a new level of creativity. Metal frames are making a comeback and we are making our mark by bringing a fresh perspective to this cherished material choice.

David Spencer,  
Ogi Eyewear Founder & Designer

The inspiration for our spring/summer collections were inspired by some of the key fashion trends of the season. I was really taken by the beautiful, soft tones of the neutral color palette that was all over the runways, particularly the nude, blush and icy grey tones. They worked perfectly when creating our new Fysh acetate models.

Bev Suliteanu  
VP Product Development / WestGroup

Whether working directly with a licensor or one of our proprietary brands, our design team draws inspiration from design trends in the market, both from within the category and from other related categories (i.e. jewelry, watches, accessories, etc.) and from materials, runway presentations, etc. Most importantly, each brand (licensed or proprietary) has its own distinctive DNA, which is what we leverage when developing product, using established and iconic logo and/or brand treatments.

Mark Ginsberg  
Senior Vice President, Global Marketing,  
Marchon Eyewear

### GET SOCIAL

Robert Dalton @OACexecutiveDr  
March 25 winner of OAC 25 Year Give-Away, Ed O'Brien from AB wins VISA GC @JOBS4ECPS @OpticalPrism @TheOpticalGroup

Eyewear By Olga @eyewearbyolga · Mar 26  
My best RTs this week came from: @SabiGermanotta @OpticalPrism @LaurenHollyArmy #thankSAll Who were yours? <http://sumall.com/> thankyou



◀ *Preview* ▶

## Alternative & Plan “B” Eyewear Acquire Distribution Rights for NanoVista Optical



Alternative & Plan “B” Eyewear are pleased to announce they are the exclusive North American distributor for NanoVista Optical, a revolutionary baby and children’s eyewear line. NanoVista frames are designed to meet all the demands and expectations that are placed on children’s eyewear. Made from Siliflex™, these frames are 35% lighter than frames made from acetate and have exceptional shape-memory, making them practically indestructible. Twist-proof hinges allow an angle above 270° to be opened without causing damage. Temples feature Curving Rubber™ technology and have no metal parts, limiting the potential for

damage or injury. Each frame comes with standard, easily adjustable temples as well as a headband fixing system that is perfect for sports or other recreational activities. Paul Storage, President of Alternative & Plan “B” says: “we make everything we sell but we cannot make this. The brilliant minds at NanoVista have created something very special that will change the way baby and children’s frames are dispensed. This is a game changer.”

To learn more about this exceptional line, contact Alternative & Plan “B” Eyewear toll-free: 18883997742 or email [customerservice@alternativeeyes.com](mailto:customerservice@alternativeeyes.com)

### CONTEMPORARY STYLING

Evatik’s new model E-9107 is a sporty take on modern styling. This full rim stainless steel frame is on trend with the use of bold statement colours such as yellow, blue and orange as accents along the temples. Paired with jeans or business casual attire, this frame completes any weekend or office look.



They are available in grey/yellow, black/blue or navy/orange and in sizes 53-17-145. For more information on Evatik, contact 1-855-455-0042 or visit [www.evatik.com](http://www.evatik.com)

# THE FINE DETAILS

Sandra from the RETRO collection brings a fresh new perspective on the geek chic look and design. In doing so, this inspired design features a round shape and with rich colours, without being intrusive, the colours are vibrant yet subtle and exquisite. The result is - Dimension, not distraction.  
[www.spec-eyeworks.com](http://www.spec-eyeworks.com)



Inspired by the interaction between vertebrae, SPINE solves age-old hinge limitations. Typical optical hinges have 'dead points', meaning they are either open, or shut, and nothing in-between. They do not naturally have 'give'. This limits comfort and increases fragility. In solving this issue, our design brings even more benefits. The hinges gently flex to fit any head size, they lightly grip the face which means no more frames slipping down the face. There are no screws used in the working mechanism, so nothing to loosen, and due to the dual spring and cable the temples shut automatically when removed from the face. [www.spineoptics.com](http://www.spineoptics.com)

The Swedish eyewear designer Anna-Karin Karlsson is one of the leading high fashion eyewear designers in the world. She is known for her unique and extravagant eyewear designs. Through traditional skills, Anna-Karin Karlsson creates eyewear that continues to push the boundaries of exclusive eyewear. Combining high fashion and new techniques, each model is a piece of art. The Collection is characterized by excess and indulgence in pleasure, with frames bejewelled with hand-set crystals and 24-karat gold. [www.annakarinkarlsson.com](http://www.annakarinkarlsson.com)



Salvatore Ferragamo style SF758S is an oversized square frame that features an overlapping of multi-layer colourful acetate, creating a three-dimensional effect. The SF762S is a thick cat-eye shaped frame with an elegant profile and is designed for a younger audience. The temples make reference to details of the iconic buckle collection. Lastly, male style SF767S is vintage-inspired as it's a round shape of thick acetate. There's a strong contrast between the double metal bridge and the iconic gancino placed on the hinge. [www.marchon.com](http://www.marchon.com)

RXODS3 is the latest prescription lens adaptor from Smith, offering optical support within its line of performance sunglass shields and snow goggles. The new RXODS3 features a fully captured lens inside of a durable, TR90 nylon full frame. [www.smithoptics.ca](http://www.smithoptics.ca)



RetroVelo 504R brings an exciting twist on a classical retro shape. The modified cat-eye is accented by contrasting colour lines, giving the wearer's face uplift and personality. RetroVelo 503R's deeper square shape features a fine checkered pattern on the temples, reminiscent of Bovelov 163 is decidedly feminine with its flowy lines on the temples. The designs are unexpected and fresh, featuring unique details and beautiful colour combinations such as deep teal with white and turquoise; red with turquoise, charcoal with orange.  
[www.concepteyewear.com](http://www.concepteyewear.com)

WooDone eyewear has taken detail to a whole new level with eyewear models covered with leaves, those of the Wych Elm (ulmus glabra). The ULMUS collection features a special treatment, a finish that can be applied to any model in the collection. A natural glue was chosen to apply the leaf to the eyewear and, likewise, a natural lacquer finish is used to prevent the leaf from drying and changing colour. The veins of the leaf, whose pattern is uninterrupted from the temple pieces to the frame front, are enhanced by a lacquer finish. The resulting eyewear is truly one of a kind since no leaf can be identical to another.  
[www.woodone.it](http://www.woodone.it)



For the last couple of seasons, vintage and retro inspired looks have been very popular and this continues for the spring summer season. Round and P3 shapes continue to be hot and WestGroupe is introducing these shapes in both metal and plastic. WestGroupe is using some throwback finishes like distressed metal and antique colouring to really give the styling an authentic vintage vibe.  
[www.westgroupe.com](http://www.westgroupe.com)

# VINTAGE:

## LOOKING BACK LOOKING FORWARD

VINTAGE STYLES ARE ALWAYS IN AS WEARERS LOOK TO RECAPTURE HOT LOOKS FROM THE PAST. FAVOURITES REMAIN FRAMES THAT COMBINE CONTEMPORARY DESIGN AND TECHNOLOGY WITH CLASSIC FASHION. THIS TREND PROVIDES CLIENTS WITH SO MANY EXCITING OPPORTUNITIES TO EXPRESS INDIVIDUAL STYLE AND CELEBRATE PERSONAL SARTORIAL FLAIR.



## 60s Rock Star



Adlens unveiled its newest Instant Eyewear range, John Lennon. With this new sunwear line, the company continues its tradition of exploring the rock star's social, musical and cultural identity as expressed through his iconic eyewear style. The new collection features rectangular lenses, rather than round, modelled after John Lennon's eyewear choice in a 1966 video filmed in the UK's famous London-based Chiswick Gardens. The rectangular frames also feature Adlens' award-winning Alvarez lens technology. Wave-shaped plates glide across each other at the turn of a dial, changing the focus power level and enabling the wearer to continually adjust to their surroundings. [www.adlens.com](http://www.adlens.com)



## Iconic Hollywood Style

Iconic Hollywood legend with a shape that exudes refinement and panache - the cat-eye. Modern Optical's vintage-inspired A359 has a rounded cat-eye silhouette and ever-so-subtle brow emphasis. Slim metallic gold or silver temples with a wave-like design notch complete this updated retro frame. The A367 model embodies modern femininity with an updated cat-eye silhouette that features an intricate vintage-inspired pattern. [www.modernoptical.com](http://www.modernoptical.com)





## VINTAGE VIBE

“Round and P3 shapes continue to be hot and we are starting to introduce these shapes in both metal and plastic,” said Beverly Suliteanu, VP Production Development WestGroupe. Frame styling is becoming a bit more balanced, still large, but not so oversized. “We are using some throwback finishes like distressed metal and antique colouring to really give the styling an authentic vintage vibe,” said Suliteanu.

### Tastemakers

A club master style with an urban twist, GVX539 delivers a fresh take on this very popular retro look. Handmade zyl creates masculine brow emphasis while stainless steel rims and spring-hinged temples provide an update to this classic style. The retro vibe flourishes with the upscale design of GVX546. TR90 is used to create deep, thin silhouettes. Fine, metal hinges provide an unexpected design element for this uber masculine style. [www.westgroupe.com](http://www.westgroupe.com)



## GROOVY

The 70s are making a comeback this season and you'll see it not only throughout many eyewear collections, but the fashion and home décor worlds as well. Think fringe, bellbottom jeans, vintage prints and velvet.

“That sense of nostalgia is what I feel many of us are always searching for to revisit a time in our lives filled with happy memories,” said Kristina Simeone, Marketing Manager at Marchon Canada. “For an avid Instagram user such as myself, the “toaster” filter and #TBT (Throwback Thursday) are odes to just that!” G-Star RAW also has vintage-inspired frames with round shapes and metal details, such as the Double Tamson. [www.marchon.com](http://www.marchon.com)

