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EYEWEAR & SUNWEAR NEW PRODUCT GALLERY - SEPTEMBER 2011

CLEARVISION LOOKS BACK WITH MARC ECKO'S CUT & SEW. With 13 ophthalmics and five suns, the new Marc Ecko Cut & Sew eyewear collection by ClearVision offers men an array of options that reflect on turn-of-the-century industry. Up-to-the-minute looks with understated surprises and hidden details (the signature Cut & Sew laser shears logo appears on every temple tip) are key themes of the collection. Colors such as black, blue/black, olive drab, and green khaki add to the line's authentic appeal. With a cutting-edge virtual try-on platform, ECPs can upload images of themselves—or use a “model”—to try frames on. They can share their pictures on Facebook or download the images and purchase the frames directly. **For more information, contact ClearVision Optical Co. at 800-645-3733 or cvoptical.com, or at Vision Expo West, #16087.**



IT'S FAMILY TIME FOR OGI. Mommy & Me, Daddy & I, Ogi's new collection, features six adult styles and six corresponding kids' styles. The frames are handmade from Italian acetate and monel, and the kids' looks are inspired by some of Ogi's top-selling adult models. Style Nos. 2226 (top) and OK69 (bottom) are shown here. **For more information, contact Ogi Eyewear at 888-560-1060 or ogiframes.com, or at Vision Expo West, #G23017.**



WESCAN GOES ALL OUT WITH EVATIK SUNWEAR. Expanding on its Evatik ophthalmic line, Wescan launches Evatik Sunwear for the sophisticated male. The collection offers 18 lightweight, distinctive styles in stainless steel and acetate. With a variety of eyeshapes including modern rectangles and vintage aviators, the sunglasses feature fine detailing on the temples and two-toned coloring. All lenses are Rxable, provide 100% UVA/UVB protection, and have a backside seven-layer anti-reflective lens treatment. Additionally, all styles are available with CR-39® and polarized lenses. **For more information, contact Wescan Optical at 800-361-6220 or evatik.com, or at Vision Expo West, #18023.**