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vision care product news

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**EYEWEAR
& SUNWEAR:**
The Sun Also Rises for
NEW YORK EYE'S
ERNEST HEMINGWAY
Collection

JUST RELEASED:
COLUMBIA
IFT FROM L'AMY IS A TWO-CLICK TRICK

EQUIPMENT:
COBURN
TECHNOLOGIES
Reaches the Finish Line
with EXCELON

SEIKO SPORTSWEAR
color enhanced vision
Transitions **SOLFX**



For Everything
You Do Outdoors

eyewear&sunwear
new product gallery



▲ **WESCAN'S EVATIK KEEPS IT SLEEK YET DISCREET.** The stylish combination of titanium with acetate in a specialized wood grain finish gives Wescan's Evatik Style No. E-9028 a sophisticated and unique look and feel. Featuring a double bridge and subtle metal cutouts on the temples, this edgy yet luxurious frame is offered in mahogany (shown here), blue, and slate. For more information, contact Wescan Optical at 514-383-0042 or evatik.com.



▲ **MOREL IS LIGHTEC ON ITS FEET.** Morel's Lightec Carbon 2 collection boasts three full-rimmed frames with bold stainless steel fronts, as well as two semi-rimless frames in subtler shapes. These models, which use the screwless "alpha" spring hinge, are made of high-tech composite materials that feature carbon fiber or glass fiber, depending on the style and combination rubber and stainless steel temples. They're available in white, light gray, blue and navy blue, and orange and red. For more information, contact Morel at 800-526-8838 or morel-france.com.

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New York
March 18 - 20th
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www.morel-france.com

Toll Free: 1.800.526.8838