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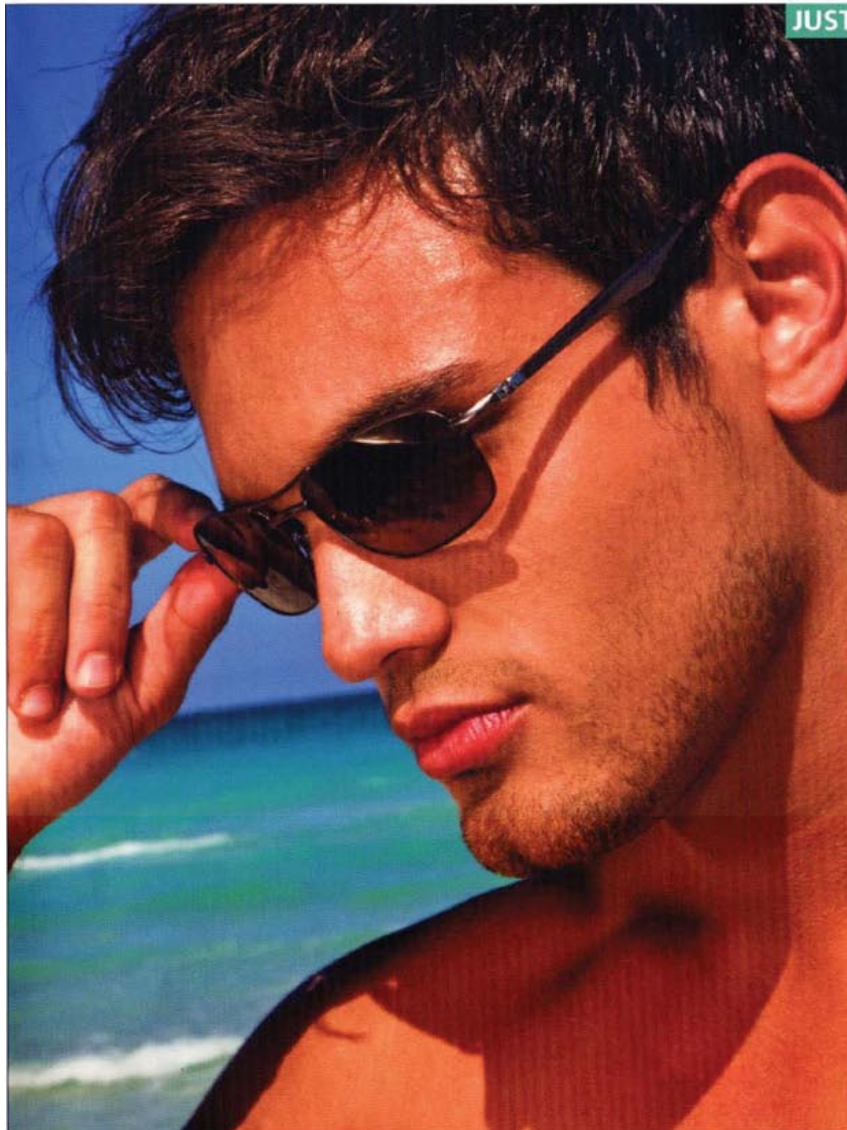
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PANORAMA

LOOKING GOOD AND SEEING WELL WITH EVATIK



By Jill Luebbert, CPOT, ABOC Wescan Optical (a division of WestGroupe) recently released a new line of eyewear developed for today's sophisticated man. Dubbed Evatik, it's aimed at giving men an urban, cosmopolitan look. The collection offers sleek styling combined with a unique, artistically designed look that's accomplished without overpowering the man behind the eyewear.

EYEWEAR WITH A TWIST

The collection takes some traditional and retro looks and adds a twist by creatively using texture and design to update them. To do that, it utilizes advanced technology fabrication combined with lightweight materials to give a refined eyewear option that is both eye-catching and easy to wear.

Currently the line boasts 23 frames—17 full-rimmed and six rimless styles—in acetate, and titanium and other metals to provide a nice mix of materials. According to the company, the collection represents the perfect balance of sophisticated styling, eyewear intelligence, and novel influences.

PROGRESSIVELY PROGRESSIVE

Evatik was also developed to comfortably fit progressive addition lenses by using deeper B measurements to allow a presbyopic man to get the full benefit of his lenses. Evatik's styling and thoughtful designing support the active lifestyle this line promotes while it helps the wearer obtain clear, comfortable vision. Looking good and seeing well are the collection's hallmarks.

A CLOSER LOOK

Style Nos. 9003 and 9005 are full-rimmed options that use venting in the temples to create a visual line to catch the eye. The former has a staircase appearance on the temples and combines color tones of black red, brown olive, or gray. Style No. 9005 uses a dimensional venting in the temples complemented with color options of black olive, brown gun, or gray dark blue. Semi-rimless looks give a contemporary urban feel, as in Style Nos. 9002 and 9018.

Style No. 9002 is available in color combinations of gray silver, dark brown, or black gray. Wescan combines gun and black, brown and light brown, or black and silver to give personality to the linear art in Style No. 9018.

Two acetate options include Style No. 9001, which features textured acetate to give a retro/modernistic appearance. This classic frame comes in brown, gray demi, and dark gray. Style No. 9004 uses modern, wide temples with its dimension and depth enhanced by color combinations of brown tweed, gray tweed, and black crystal.

A linear pattern adds a modern twist to

the eyeshape's retro look in Style No. 9025, which combines a stainless steel front with TR-90 temples. It's available in brown, black, and blue. Style No. 9017 is a combination of acetate and stainless steel with a modern wider temple featuring variegated color texture. This selection comes in brown gray marble, marble black, black marble, and black.

PROMOTING EVATIK

Wescan helps eyecare professionals market the collection with banners, posters, and a special Evatik mirror. Each frame comes with a special case embossed with the Evatik logo.

A masculine look with a touch of art, combined with the latest technology and lightweight materials, makes Evatik a great addition to your eyewear selections. ■

Jill Luebbert is a certified paraoptometric and optician practicing in northeast Nebraska.

WHERE TO FIND IT

Wescan
514-383-0042 • evatik.com

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