

**VisionMonday**

**VISION  
MONDAY**

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THE OPTICAL INDUSTRY'S LEADING NEWSMAGAZINE



nickelodeon  
**iCarly**

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bracelet when you  
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» IN THE NEWS

New speakers added to roster for VM's  
March 17 Global Leadership Summit —014



**ACCESSIBLE**  
*Luxury*

Retailers Say Emphasis on Brand  
and Price Diminishes as the Importance  
of Quality and Selection Soars —040

» NEWS:

NY EyeRock concert to benefit  
Luxottica's OneSight —012

» STYLE.PAGES:

Heavy Metal: metallic finishes  
up the style quotient. —032



» SPECIAL REPORT: —044




**TAG Heuer**  
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**052 SPECIAL REPORT**

**ACCESS**  
ACCESSIBLE LUXURY

**PRODESIGN DENMARK**

*FOR ProDesign*

**CLEAN DANISH DESIGN WITH AN UNEXPECTED TWIST**

ProDesign was founded in 1973 but the company's design philosophy, values and corporate identity have changed since then and today, ProDesign has grown its position in world markets through the ability to quickly recognize and pick up trends. Clean Danish design is the basis of their products but always with an added twist of something surprising or unexpected.

The FOR ProDesign collection is the company's playground for external designers. For Spring 2010, American-born Danish jeweler and designer, Gail Spence, has developed a unique hinge featuring a visible opening in the front where the temples fit. An interchangeable matte transparent nylon temple connects with the front through a colored cylinder hinge that becomes a significant part of the frame design. The metallic color of the front then adds depth to the design and brings out the 3-D frame design.



*THE FOR PRODESIGN 9008-12 FRAME FROM PRODESIGN DENMARK.*

BRAND  
IMAGERY  
FROM  
EVATIK  
FROM  
WESCAN.



**WESCAN OPTICAL**

*Evatik*

**COMBINING DISPARATE ELEMENTS INTO ONE SOPHISTICATED PACKAGE**

The newly launched Evatik collection from Wescan Optical is a brand dedicated exclusively to today's urban male. Technologically inspired with an understated sense of luxury, Evatik is sleek, clean and minimalistic with a sophisticated combination of elegance and engineering.

Created for the modern man seeking a discreet and refined look, Evatik combines disparate elements like elegance, daring, restraint, intensity and subtlety into one sophisticated package. Every frame is designed to be expressive of one's personality and individuality.

The brand's high quality fabrications, lightweight materials, and unique applications result in a collection designed to keep you staring. Frames are constructed of acetate, stainless steel, TR-90 and titanium and feature a sophisticated palette of stylish colors such as black, grey, silver, blue, brown and olive.



*A SELECTION OF FRAMES FROM THE COLLECTION.*