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Retail Strategies For Profitable Dispensing

# BUSINESS

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## Equipment

EDGER ROUNDUP

## LENSES

Rimless Customization

**Bright**  
Spots The Sunny Side of Luxury



lines and launches

frame gallery

## Men's Work



**WESCAN UNVEILS  
EVATIK COLLECTION**

WESCAN OPTICAL (a division of WestGroupe) expands its brand portfolio with the launch of EVATIK, a line dedicated exclusively to today's urban male. Technologically inspired with an understated sense of luxury, EVATIK eyewear is sleek, clean, and minimalistic with a sophisticated combination of elegance and uncompromised engineering for the modern man seeking a discreet and refined look. "The new line represents the perfect balance of sophisticated styling, eyewear intelligence, and novel influences," said Beverly Sultineanu, head of WESCAN product development. "With a strong emphasis on technology and today's progressive fashion, EVATIK is the perfect addition to our current brand portfolio." The launch consists of 14 models; 10 full rim and four semi rimless, with eyesizes ranging from 52 to 55. The predominate material used in the collection is titanium, with acetate and stainless steel models rounding out the assortment. Evatik features a sophisticated palette of stylish colors such as black, gray, silver, blue, brown and olive.

INFO: 800-361-6220; wescan.ca

## Big PLANS



### SILHOUETTE PRESENTS ADIDAS EYEWEAR AMBITION LINE

adidas Eyewear from Silhouette presents Ambition, its new, sport-inspired ophthalmic collection. Speaking to the active-lifestyle consumer and incorporating high-end materials and innovative technologies, Ambition delivers the style, durability, and comfort that consumers have come to appreciate from adidas Eyewear's sports performance sun products. "Ambition is the first collection to bring the benefits of true sport performance features to the optical segment. Like consumers' other favorite technologies, Ambition offers the look, convenience, and reliability that will quickly make it essential to their lifestyle," said Rocky Fresh, brand manager-USA for adidas Eyewear. All Ambition models feature the new Hybrid Memory Hinge and temples in Performance Steel wrapped in an integrated cover of SPX and Traction-Grip. The initial release of the Ambition features four SPX full-rim models and two nylon models made of Performance Steel and SPX. The collection offers both 5-base and 8-base models, further differentiating this new line from other ophthalmic products. The two nylon models are 5-base, while the SPX full-rim collection has two 5-base and two 8-base models. P.O.P. includes a 12-piece rotating fixture, posters, image cards, and window displays.

INFO: [www.adidas.com/eyewear](http://www.adidas.com/eyewear).