

VisionMonday

**VISION
MONDAY**

JANUARY 18, 2010 | VOL.24 NO.1 | \$15 | WWW.VISIONMONDAY.COM
THE OPTICAL INDUSTRY'S LEADING NEWSMAGAZINE



VSP® Progressive Lenses
Reveal
Optics by Carl Zeiss

Exclusive
to VSP®
Practices

Exceptional Progressive Lenses You
Can Dispense with Confidence to
VSP and Private-Pay Patients

Learn more by contacting your VSP Labs
or Carl Zeiss Vision representative today.

Advertisement

reveal@vsp.com

What they're wearing off the field. 
NouveauEyewear.com 800.292.4342

» **IN THE NEWS**
Novartis share purchase boosts ownership of Alcon,
submits bid to buy remainder of company —006

10
Inspirational
Ideas for
The New Year
—029

SEPTEMBER
UESDAY

JUNE
FRIDAY

11

FEBRU
EDNE

Lens, Bes
—012

» **STYLE.PAGES:**
Urban Legends: Fashion-conscious
men embrace citified styles —022



MARCH 17TH 2010
YORK CITY
AT VISIONMONDAY.COM

mindset:reset

VisionMonday

style. PAGES
Who. What. Wear. Why.

022 RETAIL DISPENSARY

URBAN LEGENDS

DERRORE CARROLL
SENIOR EDITOR

WHO:
City boys, urbanites and the cosmopolitan elite... or guys who just want to look like them... on the search for styles that push the **ultramodern** envelope with fresh design and gritty styling reminiscent of the **Big City**...

WHAT: Men on the cutting edge of fashion are now looking for more **contemporary**, aggressive and daring styles. Think sharp, clean lines in bold acetate, oversized silhouettes with punches of brash color and machine quality laser-etching and high-shine finishes with a **downtown** **vibe**...

WEAR:
(top to bottom)
The **Evatik 9003** from Wescan Optical is fashioned from titanium with wide graduated, vented temple. The substantial opaque grey acetate of the **Mykita Otto** frame from their Collection #2 gives a classic shape a modern, edgy feel. The **Jhane Barnes Redux 5** frame from Kenmark combines an oversized, contemporary front with that most modern of concepts - Recycling! - and features a mosaic-like stripe of re-used acetate materials down each temple. The titanium **Vildebeest** from **Orgreen** straddles the line between modern and futuristic in a matte aluminum with electric orange inside...

WHY:
Though true that in fashion everything old is new again, sometimes new is just new. As new materials, technologies and finishes become available, eyewear designers are making the most of them and giving an emerging generation of tech-loving, fashion-conscious, globally-aware men the kind of confident, daring and yes, **cityfied**, styles they have begun to embrace. ■■

dcarroll@johnson.com

Pullout Poster