

VisionMonday

**VISION
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THE OPTICAL INDUSTRY'S LEADING NEWSMAGAZINE



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"I want eyewear that's beautiful, not austere, but not too dressy either. It should be sophisticated and tasteful with just the right jewelry-like touches."

Dana Buchman



DANA BUCHMAN
VISION

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028 RETAIL DISPENSARY

LAUNCHES

Wescan Launches Evatik for Modern Men

BY DEIRDRE CARROLL
SENIOR EDITOR

MONTREAL—Wescan Optical, a division of WestGroupe, has launched Evatik, a line of ophthalmic eyewear dedicated to the modern, urban male.

“The new line represents the

canu, head of Wescan’s product development. “With a strong emphasis on technology and today’s progressive fashion, Evatik is the perfect addition to our current brand portfolio.”

Evatik combines elegance, daring, intensity and subtlety into one sophisticated package. The

“With a strong emphasis on technology and today’s progressive fashion, Evatik is the perfect addition to our current brand portfolio.”
—Beverly Sultineanu, Wescan Optical

perfect balance of sophisticated styling, eyewear intelligence and novel influences,” said Beverly Sultineanu,

initial launch collection consists of 14 models; 10 full rim and four semi-rimless. With a strong empha-



Style E-9005 and P.O.S. imagery for the Evatik collection from Wescan.

sis on technology the line is made predominately of titanium with acetate and stainless steel styles.

Featuring a sophisticated palette of stylish colors—like black, grey, silver, blue, brown and olive—the Evatik eyewear collection from Wescan is priced to the dispenser from \$81 to \$92.40 for the acetate and stainless steel styles and \$110 for titanium.

—dcarroll@jobson.com

LAUNCHES

Kenmark Debuts Timex Max for Men

BY DEIRDRE CARROLL
SENIOR EDITOR

LOUISVILLE, Ky.—The Kenmark Group has launched Timex Max, a collection of larger frames for men emphasizing contemporary design and exceptional fit.

“Instead of offering an old-fashioned shape for the bigger more active guy, we decided to make

The Timex Max LOOG from Kenmark.



frames with a younger up-to-date look,” said David Duralde, vice pres-

space, spring hinges and extra long temples for a comfortable fit.

“Since Timex is a brand trusted by so many, we knew the big fit story made the most sense here.”—David Duralde, The Kenmark Group



ident of creative development for Kenmark. “Since Timex is a brand trusted by so many, we knew the big fit story made the most sense here.”

The collection includes seven trend-right frame options, available in eye sizes from 56mm to 60mm, for men needing larger frames. Each frame offers additional head

Shapes in the line include rectangles and modified squares in a masculine color palette of satin, matte and brushed gunmetal finishes.

Timex Max is priced to the dispenser at \$49.95 each and comes with a Timex case and a 3-year warranty.

—dcarroll@jobson.com

SECOND LOOK

LUXOTTICA’S RAY-BAN INTROS ‘RARE PRINTS’

PORT WASHINGTON, N.Y.—Luxottica’s Ray-Ban brand is taking their “Colorize” theme to a whole new level with the introduction of Rare Prints for 2010.

This eclectic collection of brightly hued and printed Wayfarer and Clubmaster styles also includes two special limited edition series—Flowers and Subway1.

For one, the Wayfarer features an original artistic flower motif available in several color variations, including a blue version where the print appears on the frame front and temples instead of the frame’s interior.

A N.Y.C. subway map motif decorates another Way-



The Ray-Ban Stripes Clubmaster from Luxottica.

farer style in five different color variations with sections of the map appearing on the interior of the frame. In 2010, a version will be introduced with the map on the frame front and temples.

Lastly, Stripes is a bold new reissue of the Clubmaster that, starting in 2010, will be a permanent addition to the Ray-Ban collection.

Luxottica’s Ray-Ban Rare Prints collection is priced to the dispenser at \$69.50.