

EYECARE

BUSINESS

Strategies & Profitable Practices

JUNE 2018 | PentaVision

Child of Mine

Navigating kids' eye care is a whole new game. We've got you covered with a lineup of whimsical specs + intel on this bright market niche.



Are You a Champion for Vision?

Meet 4 ECPs who've become a key community resource for today's ultra-engaged parents



From left: EVATIK 9169, FYSH UK 3607, and Superflex Kids 196 from WestGroupe

All in the Family



Today, family is paramount—and kids are experiencing an elevated level of attention and involvement from their parents, perhaps more than ever before. In fact, according to a University of California, Irvine, study, mothers spend twice as much time caring for family as they did in 1965. And, fathers have amazingly quadrupled their time commitment since then.

Forget the infamous tiger moms and helicopter parents of the past—today's engaged parents are supportive and yet more mindful of healthy boundaries.

A real-world example, my husband and I are deeply involved in our 8-year-old daughter's seemingly nonstop world. By day, we are magazine editor + EV software director, and by night, we are scheduling assistants, chauffeurs, support team, pit crew, cheering section, and more...including a team in marriage. We, of course, wouldn't have it any other way.

"Parents today are much more involved in every aspect of their kids' lives than in the past."

Michael Kling, O.D., president of Invision Optometry in San Diego

—Are You a Champion for Vision? feature, page 46

As such, parents today are more engaged in all aspects of their children's lives, including eye care. Which is excellent news for eyecare professionals.

In our cover feature, **Are You a Champion for Vision? on page 46**, we delve into the uniquely changed kids' eye care and eyewear niche to reveal the details behind the ultra-engaged parenting trend and tap five expert ECPs for tips on how to become your community's go-to resource for eye care for the whole family.

In our **Whimsical Nature fashion feature on page 36**, we serve up a fantastical lineup of the latest, most on-trend kids' eyewear that will enliven your product mix (think copious amounts of glitter, saturated hues, and cool-kid mini adult styling). And, there's so much more, too—from the latest kids' sports eyewear (page 30) to an insider look at kids' thirst for technology and the resulting blue light effects + solutions (page 50).

We hope you enjoy the issue!

Erinn Morgan

Erinn Morgan
Editor-in-Chief + Editorial Director
Eyecare Business



In this issue, we dive into the uniquely changed realm of kids' eye care + eyewear

ON OUR COVER:

Models: Corey Scott/Photogenics, Hannah Haehn/Photogenics, Alexandra/Brand
Photography: Jurgen Reisch
Hair + Makeup: Prisca Wille
Fitting Optician: Rhea Aldridge of Gogasha Optique
Frames: From left: EVATIK 9169, FYSH JK 3607, and Superflex Kids 196 from WestGroup

EYECARE BUSINESS Retail Strategies of Proven Practices

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frame introductions

EYEWEAR ADDITIONS AND LINE EXTENSIONS



↑ COMFORTABLE STYLE FOR KIDS

Safilo introduces its latest 100% Made-in-Italy Kids by Safilo ophthalmic collection, which offers styles for infants to children up to 8 years old.

The collection's latest looks reveal playful new colors and original graphics on styles for children from 4 to 8 years of age, exclusive new clip-on sun covers with polarized lenses with 100% UV protection for kids ages 3 to 8, as well as new elastic straps and ultra-soft silicone tips.

Frames in the Kids by Safilo collection are designed in collaboration with SIOP (Società Italiana di Oftalmologia Pediatrica) and in compliance with the design guidelines of the World Society of Pediatric Ophthalmology and Strabismus.

Style SA 0007 (pictured) offers a soft, squared silhouette and dedicated clip-on sun cover. The Kids by Safilo suggested retail price range is \$98 to \$120 for eyewear styles, and \$18 for the clip-on sun covers.

INFO: 800-631-1188, MYSAFILO.COM

↓ YOUNG TRENDSETTERS

Superflex Kids adds a variety of new styles for boys and girls in its latest collection from WestGroupe.

In stainless steel, acetate, or combination frames, the new collection features fun patterns, eye-catching textures, glitter elements, and more. Stainless steel styles feature two-tone coloring with temples laser-etched in floral and geometric designs.

The eight new styles for boys are designed for "mini-me" appeal with sporty and casual silhouettes, and the 10 new styles for girls have bold and bright details for young trendsetters.

Pictured here is SFK-196, pairing a candy-colored front with confetti glitter temples. Suggested retail pricing is \$120.

INFO: 855-455-0042, WESTGROUPE.COM



CLEARVISION OPTICAL

Op Kids | OP-858 | Acetate | 46/16-125, 48/16-130 | Navy, Raspberry, Teal | Girls

INFO: 800-645-3733, CVOPTICAL.COM



MARCHON

Nike Vision | Maverick | Plastic/Rubber | 59/15-145 | Matte Black/Ridgerock, Matte Black/Cargo Khaki, Matte Wolf Gray/Black, Matte Thunder Blue | Unisex

INFO: 800-645-1300, NIKEVISION.COM



MARCOLIN

Tom Ford Blue Block | FT0628 | Acetate | 57/15-145 | Shiny Black | Unisex

INFO: 800-345-8482, US.MARCOLIN.COM

a joint venture agreement with **Moendi**, one of the largest independent distributors in Mexico. The joint venture, named **Marcolin Mexico**, is 51% owned by Marcolin Group and its headquarters will be based in Mexican state of Naucalpan.

Maui Jim's new Optical Incentive Program rewards an optical practice meeting certain Rx sunwear sales goals with the choice of one free sun or clear Rx for every six additional prescriptions sold. Additionally, a freight credit of up to \$14 will be applied for every Maui Brilliant Sun Rx and Maui Jim Clear Rx order submitted via its ustrade.mauijim.com website. The program runs

through June 30.

WestGroupe has been named the Canadian distributor for the Moleskine eyewear collection. The Moleskine brand is best known for its signature notebooks, and offers additional items including bags and writing tools.

{ AWARDS }

Prevent Blindness is accepting nominations for its fourth annual Bonnie Strickland Champion for Children's Vision Award, recognizing efforts to improve public health approaches for children's vision at the state or national level. The deadline is June 15. 

IN CASE YOU MISSED IT...

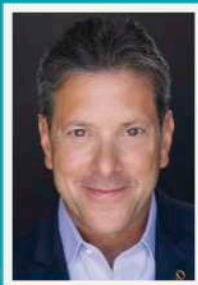
Silhouette International announced the appointment of *Onofrio "Mike" Giannattasio* as president of its United States subsidiary. Giannattasio comes to Silhouette with 30 years' experience in the luxury watch and accessories sectors, including with Montblanc North America (where he served as CEO), Christian Dior Watches, Breguet, and Swatch Group.

Steve Horowitz has been appointed president of **Eyewear Designs, Ltd.** Horowitz had been president of REM Eyewear for 22 years, and then president of De Rigo REM after the company was acquired by De Rigo Group in 2016. He left that position in January.

Howard Purcell, O.D., FAAO, has been named the 13th president and CEO of **The New England College of Optometry**, effective July 2. He is leaving his post at Essilor, where he is currently senior VP, customer development. Dr. Purcell succeeds *Clifford Scott, O.D., MPH*, who is stepping down after nine years in the post.

Robert Marc has left his position as chief creative officer of **Robert Marc Eyewear** to pursue new creative projects. An industry leader in luxury eyewear, Robert Marc Eyewear was acquired by Luxury Optical Holdings in September 2014.

To read more about these and other news stories, visit eyecarebusiness.com/news.



Howard Purcell, O.D., FAAO, The New England College of Optometry

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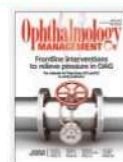
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