

INVISION®

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THE MAGAZINE FOR THE AMERICAN
EYECARE PROFESSIONAL

SMALL TOWN, BIG PLANS

THE BIG STORY

21 SOLUTIONS FOR
17 MARKETING
CHALLENGES FACED BY
SMALL TOWN ECPS

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weigh in*

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OUT 2017-18

MAN, OH MAN!

FRESH FRAMES
FOR GUYS

NEAR AND FAR

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AND

**REFRESH
YOUR
BUSINESS
WITHOUT
GOING BROKE**

**RENOVATIONS
ON A BUDGET**

special feature



OH, MAN

MEN'S STYLES THAT GO ABOVE AND BEYOND

From sun-up to the night shift, these men's frames get things done.

BY RACHEL BOZEK



1. SPY OPTIC What do you get when you combine a keyhole bridge with a square acetate frame? The Kipton... and a whole lotta compliments! (800) 779-3937, spyoptic.com, \$195 | **2. J.F. REY** As part of the Carbon Wood collection, model JF2798 shows off its electric blue carbon fiber front, in contrast to the collection's signature wood. (877) 889-1429, jfrey.fr, \$530 | **3. WOOW** Watch out for Watch Out 2, one of three new variations on the classic Windsor frame. (800) 654-6099, designeyeweargroup.com, \$335 | **4. TODD ROGERS EYEWEAR** Named in honor of Professor Elair Wong, the Blair from the new Plaid Label collection is the first style to feature a universal fit. (800) 601-0620, toddrogerseyewear.com, \$330 | **5. LAFONT** A two-toned, stainless steel front meets acetate temples on the Bastia, which gets extra flavor from a chequer patterned interior. (800) 832-8233, lafont.com, \$459 | **6. EVATIK** A woodgrain finish on a large fit frame defines model E-9170, made with a horn patterned acetate. (855) 455-0042, westgroup.com, \$225 | **7. LOWERCASE NYC** Check out the '50s-inspired, made-in-NYC Irving, a hand-polished acetate with a straight brow line, rivet hinges, and rounded rectangular eye shape. (212) 510-7621, lowercasenyc.com, \$299 | **8. DAVID GREEN EYEWEAR** The leafy look of the Lincoln is the real deal indeed; it's accomplished with real leaves and natural dyes. greeneyewear.com, \$280 | **9. GANT** From its round, progressive-friendly shape to its range of exciting color combinations — like this clear with tortoise temples — model GA3168 knows how to work the room. (800) 345-8482, marcolin.com, \$173