

THE FUTURE? NOW. » 1 O.D. ROCKIN' SMART SPECS | 10 ONLINE REFRACTION PLAYERS | 34 COVETABLE NEW PRODUCTS

EYECARE

Retail Strategies &
Profitable Practices

BU SINESS

PentaVision

JULY 2018

Level smart glasses
from VSP Global
» EB reviews it
on p.10!

SMART SPECS? OH, YES.

Fashion's New Tech



frame introductions

EYEWEAR ADDITIONS AND LINE EXTENSIONS



↑ SUSTAINABLE SPECS

Costa focuses on sustainability with its new Untangled Collection, an assortment of four limited-edition sunglasses built from recycled fishing nets.

"...[D]iscarded fishing nets are a huge problem in our oceans, with an estimated 640,000 tons of netting being tossed into the sea a year," says Holly Rush, CEO of Costa. "By partnering with Bureo, who is helping us turn discarded nets into premium frames, combined with our superior lens technology, we have an innovative and unique opportunity to directly protect our watery world through our product itself."

All styles are Rx-able in Trivex and glass. The collection incorporates cases made from recycled water bottles and upcycled garments and recycled paper packaging. Suggested retail pricing for plano frames ranges from \$199 to \$269.

INFO: 800-447-3700, B2B.COSTADELMAR.COM

↓ DARING DOODLES

Dolce & Gabbana launches the #DGGraffiti eyewear collection from Luxottica, featuring styles with on-trend, extravagant logo-inspired details and graffiti-style doodles.

Inspired by streetwear and modern style, the collection offers several sunglass styles and one optical style in black acetate decorated with colorful designs and shapes including hearts, stars, and crowns on the frame fronts and/or temples. The eye-catching graffiti text includes fun, quirky phrases like "I love my D&G Eyewear" and "Queen of love."

Pictured is style DG3285, an edgy cat-eye with red and white graffiti prints.

Suggested retail pricing is \$335 to \$525.

INFO: 800-422-2020, LUXOTTICA.COM



AYA OPTICAL

Kathy Marianito Collection | Ryan Navajo Rug Design | Acetate/Stainless Steel | 54/19-140, 57/21-145 | Satin Brown, Satin Black | Unisex

INFO: 877-377-6601, CLAUDIAALAN-US.COM



WESTGROUPE

EVATIK | E-9173 | Acetate | 54/18-145 | Gray Blue Horn, Brown Horn, Black Horn | Men

INFO: 855-455-0042, WESTGROUPE.COM



KERING EYEWEAR

Puma | PU0188S | Metal/Leather-Inspired | 59/14-145 | Black, Solid Varnish Dirty White, Dark Ruthenium, Rose Gold, Endura Gold, Silver | Unisex

INFO: 844-790-9165, KERING.COM