



# The Ultimate Accessory

THE VISION OF POWERFUL BRANDING STARTS AT THE TOP WITH PERFECT EYEWEAR.  
FACE IT AS 20/20 AND VISION MONDAY DELIVER THAT MESSAGE IN SIGHT.

APRIL/10

VISION  
MONDAY

PART 2 OF 2



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## LIVING IN AN ACCESSORY WORLD

I remember from my years as a teenage mallrat an accessory store called “Afterthoughts.” In that world of glitter-encrusted headbands and smiley face earrings, accessories were truly afterthoughts, if they were thoughts that ever crossed your mind at all. (They crossed mine a LOT in those days.)

The world in which the Accessories Council lives is on a whole other planet. For those who are unfamiliar, the Accessories Council is a not-for-profit national trade association with the sole purpose of increasing consumer use and awareness of accessories. Accessories in this world are a far cry from hindsight. The organization lives and breathes accessories, sponsoring educational seminars, networking events, season trend reports and numerous other endeavors to involve the world with the 30 billion dollar accessory industry.

The AC shows its glamorous side once a year for the highly anticipated awards event (appropriately a black *tie* affair). The highly coveted ACE awards are bestowed upon leaders in accessory design. Past winners have covered a range of powerful designers (including both of last month’s *20/20* covers—Diane von Furstenberg and Tory Burch). Accessories are an integral and enormous part of fashion. Just look at ACE award recipient, singer Lady Gaga. (And admittedly it’s hard not to look.) Whether it’s an oversized hair bow made out of hair she’s sporting or a bird’s nest encircling her face, it is often her accessories that make her stand out, for better or for worse.

We here at *20/20* and *VisionMonday* live in a world where we think eyewear is THE ultimate accessory. We love accessories head to toe, and ours is a world where eyewear coexists in harmony with other (we admit) stunning accessories. Looking at the following pages, you may find it hard not to share our bias.

—Melissa Arkin  
*20/20 Associate Editor,*  
*markin@jobson.com*

# The Ultimate Accessory

ALTAIR EYEWEAR / JOSEPH ABOUD







## ALL ABOUD STYLE

Custom inner temple designs and innovative eyewear materials uncork the clean cut masculinity of these frames.

**JOSEPH ABOUD JA180 Brown Label (left),  
JA179 from Altair Eyewear**







# The Ultimate Accessory

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KENMARK GROUP / KENSIE



## YES I KENSIE

Whimsical colorations and temple-piece cutouts lend frames character and fun. Pastel hues soften geometric patterns in a playful mosaic.

**KENSIE here i am (left),  
show off from Kenmark Group**





**GLAMOUR  
VERA-FICATION**

A household name signifying elegance and grace delivers with glimmering jewelry for the eyes.

**VERA WANG V036 (left),  
V243 from Kenmark Group**





VERA WANG

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KENMARK GROUP/VERA WANG



## FASHION FINISH LINE

Sleek eyewear echoes a history of racing culture and puts a serious watch out for style with stunning quality and simplicity.

**TAG HEUER TH 5502 (top),  
TH 0301 from Premiere Vision**





# The Ultimate Accessory

PREMIERE VISION / TAG HEUER





## BANANA APPEAL

A touch of tortoise on classic, easy shapes. A winning formula for frames with staying power.

**BANANA REPUBLIC Benjamin (left),  
Nita from Sáfilo USA**







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SÀFILO USA / BANANA REPUBLIC



# The Ultimate Accessory

SÀFILO USA/HUGO BOSS





# The Ultimate Accessory

SÀFILO USA/NINE WEST







## DRESSED TO THE NINES

Blue leopard print and  
glittery stripes place these  
style coordinates in the  
direction of spunk and fun.

**NINE WEST NW430 (top),  
NW423 from Sáfico USA**









**BAKER'S BUZZIN'**

This Baker has expanded a once-men's only brand with a fresh batch of women's frames in warm colorations and feminine lines.

**TED BAKER** Helena (left),  
Dahlia II from Tura

The  
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**Accessory**  
**TURA / TED BAKER**



# The Ultimate Accessory

VIVA INTERNATIONAL GROUP/CANDIES





## SWEET AS CANDIES

Cherry red sweetens while metallic mocha adds some spice to these sugar-sweet specs.

CANDIES Fiona (left),  
Alba from Viva International Group





# The Ultimate Accessory

VIVA INTERNATIONAL GROUP / GANT







## JUST GANT GET ENOUGH

A peekaboo of animal print  
jazzes up semi-rimless and  
deep tortoise emboldens  
a classic men's frame.

**GANT Arola (top),  
Positano from Viva International Group**



## LOGO LOVE

Where can you find a logo that brings style and brand prominence to the forefront of fashion? I think you can guess.

**GUESS GU1589 (left),  
GU6520 from Viva International Group**







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VIVA INTERNATIONAL GROUP / GUESS



# ACCESSORY COUNCIL

Of course we all know that eyewear and sunwear is the **ULTIMATE** Accessory but sometimes it pays to pick up a few selling tips from those other accessory itemizers. *James J. Spina*

**1** Ties and belts can be difficult gifting items for a man. Size matters... as does color. And that holds true for eyewear and sunwear. Men are increasingly concerned about their LOOK in glasses. Play to that newfound quest.

**2** Head to toe coordination is key to successfully "selling" a brand's message. That said... NEVER mix brands in a display and dispensing tray. Confusion defuses.

**3** "Can I help you find your size in that style?" Many shopping experiences are enhanced by a lack of sales assistance. Shoes and eyewear are HUGE exceptions to that "just looking" rule.

**4** Branding within the accessory category is not always age appropriate. Don't pigeonhole demographically. Guess what they might like. But don't assume.

**5** "I can't afford one of their suits... but... certainly... a tie!" That same justification holds true for eyewear and shades.

**6** Do you know who Ted Baker is? You need to. Your customer knows. Stay on top of your game and their brand loyalty.

**7** It's shocking how many men think they have the same neck size they had in high school. Selling a shirt takes EXPERT measuring skills as does eyewear.

**8** Jewelry for the eyes. That formula NEVER fades when it comes to eyewear and sunglasses.

**9** A woman's bag and purse are KEY tips to her brand and color and style preferences. To misquote a great song: "First Eye look at the purse."

**10** For women the style signal is the purse or bag. For men it is the watch.

**11** Some brands hold equal weight for men and women. That is worth its weight in gold when it comes to dispensing eyewear since the optical "shopping" experience is often a "couple's experience. They come in needing each other's opinion... and they leave satisfied with eyewear on both faces.







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