

SPECIAL REPORT

The Ultimate Accessory

This is a joint editorial initiative of *Vision Monday* and *20/20 Magazine*, sponsored by A&A Optical, Altair Eyewear, REM Eyewear and Marcolin USA/Viva.



Eyewear: The Most Visible Accessory and Branding ‘Story’

Adhering to fashion brands’ DNA, today’s eyewear employs quality design, style details and high-tech features to communicate a high profile to the most visible and personal fashion accessory.

One of the most robust categories in fashion is accessories—and eyewear is perhaps the most visible and individual accessory of all.

Today’s designers and fashion brands want to communicate their high-end and stylistic messages to consumers via product design, which needs to speak for itself.

Quality design, distinctive styling and well-

constructed frames are part of a very important brand storytelling for today’s demanding and discriminating consumers.

Customers insist on functional quality in their ophthalmic frames and sunwear as well as a sense of fun and versatility for their lifestyle needs. Women and men also want eyewear that complements their wardrobe choices and presents options depending on those choices for work, social and formal situ-

ations as well as casual, weekend wear. *Vision Monday* and *20/20 Magazine* recognize the influence of eyewear as the ultimate accessory, one which conveys the wearer’s personality, their style affinity and the all-important story of their brand choice. Dispensers and eyecare professionals can help guide customers and patients in those choices by communicating a collection’s unique character and construction details.

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The V361 in Navy (top) and the V795 in Heather Grey (bottom), both from the Bowery Collection, feature crafted guitar stock hinges.

Old World Craftsmanship Meets Rock 'n' Roll

REM EYEWEAR / BASE CURVE JOHN VARVATOS

The John Varvatos brand unites a rock 'n' roll sensibility and old-world craftsmanship with modern innovation. John Varvatos himself has become one of the most well-known menswear designers in the world.

The John Varvatos customer has a keen eye for quality materials and artistry and demands the best. He stands out from the crowd with his impeccable taste and unique sensibilities.

V795 in Heather Grey and V361 in Navy, both from the Bowery Collection, feature crafted guitar stock hinges, rich handmade acetate, beveled inner temples and coated hinge screws.

Dynamic Details and Bold Shapes

MARCOLIN USA / VIVA GUESS EYEWEAR

Established in 1981, Guess began as a jeans company and has since successfully grown into a global lifestyle brand. Today, Guess designs, markets and distributes full collections of women's, men's and children's apparel as well as accessories. Throughout the years, the Guess image has been portrayed in unforgettable, innovative campaigns that have made the brand among the most recognized in the world.

This season, Guess Eyewear launches a captivating collection for Spring 2014, inspired by the top trends of today's fashion and accessories. Rhinestone adornments, pyramid stud detailing and crystalized colorations highlight the dynamic collection designed exclusively for the Guess girl. The Guess guy takes a modern approach with bold metal silhouettes and subtle logo treatments.



Guess Eyewear's captivating collection for Spring includes ophthalmic style G 2414 (top) and men's sun style GU 6760 and women's sun style GUP 2015 (bottom).

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The Gant spring collection features a fashionable mix of modern styles with timeless classics, including ophthalmic style G110 (top) and G3004 (bottom).



Premium Lifestyle, Timeless Classics

MARCOLIN USA / VIVA **GANT EYEWEAR**

Gant is a premium lifestyle brand with an American Sportswear heritage, offering contemporary, high quality casual wear with a European touch that is colorful, crisp and elegant. The company's values are based on its authentic American East Coast heritage, dating back to its inception in New Haven, Conn. in 1949.

The Gant Eyewear Spring 2014 collection features a fashionable mix of modern styling combined with timeless classics. High quality materials are translated into fresh and sporty silhouettes in two-tone and translucent options. The eyewear collection focuses on the revealing look of clear colorations with marbled temple treatments and rich metal accents.

Sexy Fashion for Contemporary Young Women

MARCOLIN USA / VIVA **RAMPAGE EYEWEAR**

Rampage Clothing Company, established in 1982, is one of the most recognizable and in-demand labels in the young contemporary and junior market. Fashion-forward young women choose the Rampage brand to fill their wardrobes, keeping them looking sexy while remaining price-conscious.

Rampage Eyewear introduces four new styles to its collection this season with the new Twist Temple Technology, which uses a hidden spring stop mechanism to change the look of the acetate temple's design with one twist. Glitter acetate decorates the soft cat eye shape of style R 186T with temples ranging from marbled colorations to leopard print patterns that change into solid colors. Striated marble colorations decorate the temples of style R 187T and quickly change to solid color blocks.



Glitter acetate decorates the soft cat eye shape of style R 186T (top) while striated marble colorations decorate the temples of style R 173.

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Anne Klein eyewear introduces angular shapes, neutral/translucent colors and pops of feminine color as seen in the ophthalmic and sunwear styles.

Spring 2014 Taking Inspiration From Vintage Anne Klein

ALTAIR EYEWEAR ANNE KLEIN

Anne Klein Eyewear releases five newly designed optical styles this Spring. Staying on trend, Anne Klein eyewear introduces angular shapes, neutral/translucent colors and pops of feminine blues, greens and purples. This collection emphasizes why eyewear has become the go-to accessory item to complete every look. Capturing the essence of Anne Klein, the eyewear continues to represent Wild Eyes, Leo Legacy and Tortoise groups and adds new and innovative detailing to create an element of surprise.

“No single accessory has the power to change the mood of a look like a great pair of glasses. The Spring 2014 eyewear collection takes inspiration from vintage Anne Klein frames: updated, re-proportioned and re-colored making a perfect addition to this season’s wardrobe.”

Assorted merchandising materials are available, including a one-piece frame highlighter mirror and three-piece and 12-piece countertop displays.