

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.

VISION MONDAY
20/20

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ALWAYS ACCESSOR-EYES

ACCORDING TO WEBSTER'S NINTH NEW COLLEGIATE DICTIONARY: accessory\ n, 1 a: a thing of secondary or subordinate importance b: an object or device not essential in itself but adding to the beauty, convenience, or effectiveness of something else.

So what category does eyewear fall into? Are glasses an accessory? On one hand, the optical industry has certainly created a fashion frenzy, especially in recent years. All the designer names that we love seem to have eyewear and sunwear collections these days. Eyewear lines have increasingly been incorporated into entire designer collections and in turn have taken on recognizable trademarks of their respective brand. Like other accessories from a given label, designer eyewear—

along with shoes, handbags, scarves, etc.—often bear a signature design element, such as a pattern or piece of hardware. Designer or not, frames have inarguably gotten edgier and the desire for a great pair of glasses is stronger than ever. The part of the definition of an accessory as prescribed by Webster as something that enhances the beauty of something else certainly applies to eyewear and is in large part the energy that empowers the frame game in the optical industry.

On the other hand, eyewear can be so fashionable that it makes it easy to forget its main purpose is in fact functional. And this is where eyewear and Webster part ways, since anyone who has found themselves stranded without their glasses would disagree that eyewear “is a thing of secondary or subordinate importance” or “not essential.” Both ophthalmic and sun styles, sleek and sexy as they can be, are getting a job done.

So where does that leave us? Let's just say eyewear is one powerful accessory, equal parts practical and fashion-forward. It's the ultimate accessory.

—Melissa Arkin
20/20 Assistant Editor,
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IT'S ABBOUD TIME

Caramel and cream swirls and sweetens up semi-rimless. Inner temple custom patterns lend a secret personalized touch.

JOSEPH ABBOUD JA172 Brown Label (top),
JA169 Caribou from Altair Eyewear

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ALTAIR EYEWEAR

Joseph Abboud



WEAVE GOT IT

Cole Haan's signature basket weave works its way into the subtle detailing of temple pieces.

COLE HAAN CH676 (top),
CH922 from ClearVision Optical

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CLEARVISION OPTICAL

Cole Haan



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KENMARK GROUP

Lilly Pulitzer

BEAUTY AND THE BEACH

Turquoise and green peek out fresh as an ocean breeze with a bit of chic gold detailing like sunshine on a perfect beach day.

LILLY PULITZER Veranda (top),
Addison from Kenmark Group

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CACHET/L'AMY AMERICA

Chloe

CHLOE

HARDWARE IN STORE

Repeating hardware details make these sleek styles no hard wear at all. Rich and buttery shades signal status and bring softness to the face.

CHLOE CL1153 (left), CL2173 from
Cachet/A Division of L'AmY America

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L'AMY AMERICA

Theory



A PROVEN THEORY

Rich colorations and sleek shapes
make for stunning sophistication
in theory... and actuality.

THEORY TH2119 (left), TH2116
from L'AmY America



CLUB MEMBER-CHIC

The striated finish and chocolatey colorations give this ever-classic aviator wings. Crystal clear frames takes fashion into flight.

CLUB MONACO CM6016 (left),
CM6504 from Luxottica Group

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LUXOTTICA GROUP

Club Monaco

Michael

Kors



CHAINED TO FASHION

This chain links into a signature Michael Kors design element. Gold and bold nameplate logos fit in like a charm.

MICHAEL KORS Charm M6700 (top),
Amalfi MKS665 from Marchon Eyewear

INKED UP

Vintage tattoo details bedazzle and shine. No needles needed for this bling.

CHRISTIAN AUDIGIER CAS412 (top),
CAS401 from Revolution Eyewear



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REVOLUTION EYEWEAR
Christian Audigier

DRESSED TO THE NINES

Pinstripes pinpoint elegance in subtly contrasting blues and behind strong tortoise frames pop out pale green hues.

TED BAKER Fletcher (left),
Tonic from Tura



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TURA

Ted Baker

The
Ultimate
Accessory
VIVA INTERNATIONAL GROUP
Guess
Guess



LOGO LEGACY

The interlocking emblem, understated or bold, makes naming this brand no guessing game.

GUESS GU1572 (left), GU6490
from Viva International Group

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VIVA INTERNATIONAL GROUP

Tommy Hilfiger

AMERICAN CLASSIC

Sleek and polished black anchors down an age-worn tradition of classic frames and wholesome great style.

TOMMY HILFIGER TH7340 (left),
TH3390 from Viva International Group



The Brand Wagon

ACCESSORIES CAN ENHANCE THE POWER OF THE FASHION BRAND

BY JACKIE MICUCCI

ACCESSORIES CAN MAKE OR BREAK AN OUTFIT. The same can be true when applying that logic to accessories in relationship to enhancing a brand image. It's important to have accessories that make sense and are true to core brand values. Eyewear and sunwear can create head-to-toe cachet for a designer brand, but it needs to fit properly into the overall brand image.

Deciding what items to include under your brand is "one of those things that can make or break a brand," says Amanda Matusak, director of brand strategy at Deskey, a Cincinnati-based brand agency founded in 1929. "Everything you do is a reflection of your brand. We define a brand as a collection of experiences that resides in the hearts and minds of consumers. You need to manage those experiences. Everything you do will impact that down to the little touches such as the attitude of hang tag tonality. One of the questions we ask is: what core emotion are you fulfilling?"

By way of example, Matusak cites the famous motorcycle brand Harley-Davidson, which evokes feelings of being an outlaw and breaking the rules. "At one point Harley-Davidson did a line extension of cake decorating products," she says. "That didn't go over very well. It was not true to the brand. Outlaws don't bake cakes."

"It's all about the brand's value," says Patricio Fuentes, agency principal and founder of Gel Communications, an ad agency and creative studio based in Glendale, Calif. "We work with large brands like Disney, Mattel and Warner Brother. They know who they are and they know what their values are. And it's important for brands to keep examining that especially in this economy. They need to not react with, 'Holy

cow! The sky is falling!' Brands need to adjust themselves a bit so they can weather the economic storm. But they shouldn't go into panic mode and not stay true to their values."

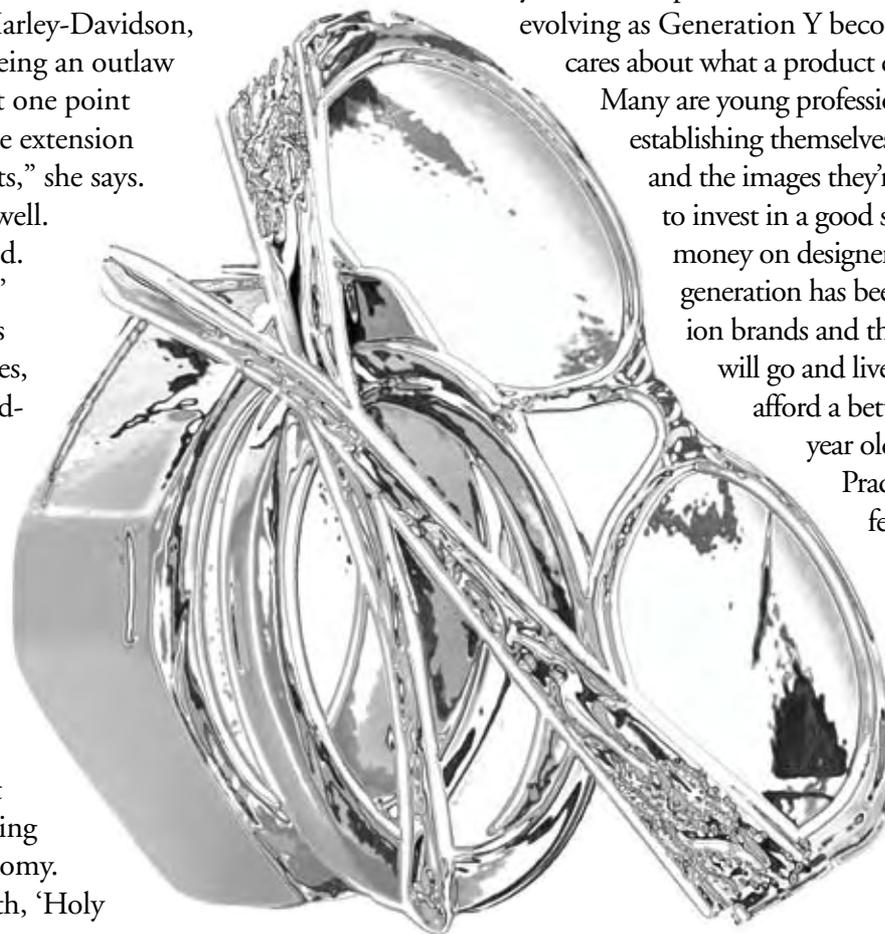
Tying brand value into the economy, Fuentes notes companies need to examine what licenses they pursue and what stores they want exposure in. "It's really important for a brand to say, Should we be in this retail space? Or: Should we be making shoes or eyewear? You can't be everything," he says. "They need to know when that's not the right space for them. They need to not succumb to the pressure of share holders to reach these ridiculous numbers of growth. Reality is going to have to set in. It isn't realistic to assume they'll have the same growth they've had over the past 10 years."

Interesting to note, Matusak says that because fashion and fashion accessories are "all about emotion" they may not take as big a hit in the bad economy among certain demographics.

"Fashion accessories are all about who I am and defining myself," she explains. "We look at the way consumers have been evolving as Generation Y becomes the power consumer. Gen Y cares about what a product does for them as a status symbol.

Many are young professionals in their early 20s who are establishing themselves. They are aware of their image and the images they're putting out. They are not going to invest in a good sofa but they are going to spend money on designer clothing or sunglasses. This generation has been programmed to believe in fashion brands and their image is so important they will go and live with mom and dad in order to afford a better cell phone. I've spoken to 16 year olds who tell me they mostly buy Prada. Having these fashion brands feels like a birth right to them."

For retailers—optical or otherwise—understanding the nuances of brands and their myriad of accessories will help them make the proper purchasing and merchandising decisions to attract both the brand savvy and brand ambivalent consumer. ■



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