

A SUPPLEMENT TO
20/20
VisionMonday

KIDZ BIZ

2008



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glasses!*



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KIDS

Glasses Are Good...



... For kids. And not just because glasses help them see better, they also appear to improve the wearer's image. Researchers at Ohio State University showed kids between the ages of six and 10 pictures of children with and without glasses and asked various questions, such as "Which child looks smarter (more shy, more athletic, etc.?)?" Two-thirds of the kids said they thought children wearing glasses looked smarter

and 57 percent said they thought kids with glasses appeared to be more honest. Additionally, there was no connection between wearing glasses and the perception of shyness, sports ability or desirability to have as a playmate.

This is really no surprise to us at *20/20* who have worked on many kids' photo shoots and witnessed first hand their reaction to eyewear. Kids love glasses, especially those with bright colors. They love to show their parents and siblings how they look in glasses. And the parents are always quick to tell the kids how cute they are.

The colors, styling and fun details, ranging from cartoon figures to bling, have no doubt considerably improved the perception of glasses for kids and adults alike, not to mention the new lens technology that greatly minimizes the thickness (i.e., bug-like look of lenses) for even the strongest prescriptions.

So that's the good news. Getting kids to wear sunglasses—or rather getting their parents to buy sunglasses for them—is unfortunately still a major challenge. In fact, according to respondents to *20/20*'s Kid's Eyewear MarketPulse Survey 2008, the biggest challenge ECPs face in dealing with the kids' market is in dispensing sunwear, cited by 62 percent of respondents as a major challenge. The main reason for these findings is undoubtedly parents are reluctant to spend money on eyewear likely to be lost or forgotten. This fact is confirmed by Laurence Lafont, who has been designing wonderful children's eyewear collections for many years under the Lafont name. "We've tried in the past adding sunglasses to our collections for kids and found them impossible to sell because of the cost," she says. But one of her next projects is to do "mini sunnies," sunglasses for babies. "It will be a challenge, but it's really important for children of all ages to have quality sun protection," she notes. We agree. With a lot of diligence on all our parts, we can achieve this goal. And that would be really good news.

—Gloria Nicola, Senior Features Editor, gnicola@jobson.com



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BLEECHER AND EVERARD

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street
seen

PHOTOGRAPHED BY
CHRISTIE WALKER

SEASONS
IN THE SUN —

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dad might be getting sand
on his sandwich. She's calling
in tips on What's White Now
when it comes to sunglasses
and the rest of our BeachKidz
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what to do as the sun rises
on sunglasses.

—James J. Spina



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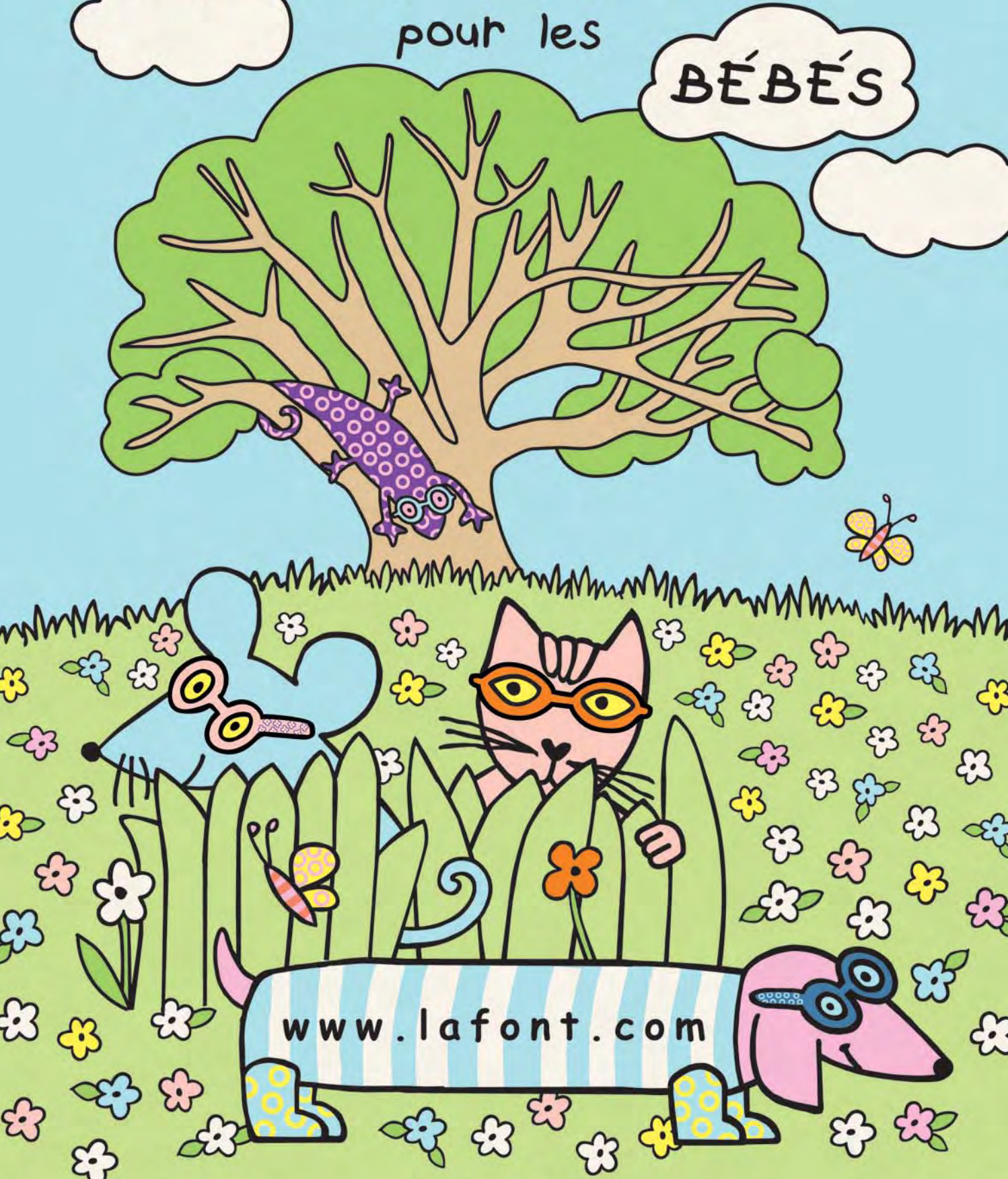
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It's party time—complete with balloons, bubbles, presents and cupcakes... the perfect setting for a wonderful array of kids' eyewear—splashed with fun colors, loaded with surprising details, full of functional features, all wrapped up in a stylish package... Ready for serious fun and games—and school, too—just like the kids themselves.

JELLY BEAN 308
from i-dealoptics

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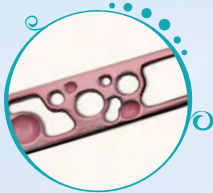
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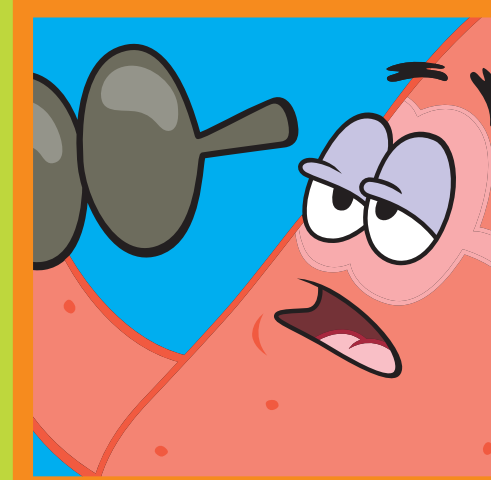
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TRENDS

...FOR TOTS, TEENS AND IN-BE-TWEENS

The leaders of tomorrow are the followers of today. When it comes to fashion trends and especially eyewear, kids have long taken their cues from their big brothers and sisters. Not surprisingly, major trends that have strongly impacted grown up eyewear are exerting influence on children's frames.

WHAT KIDS WANT

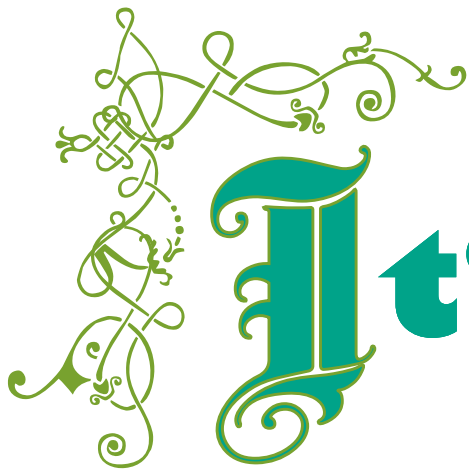
- Kids love rectangles, just like the big people do... with a smattering of ovals and the occasional round.
- And there's nothing like a double-bridge aviator—like Dad's, of course, for sun protection—and attitude.
- With the increasing—and essential—emphasis placed on sun protection for all ages, manufacturers are developing a range of sun products for the kids' market, such as clips, often with magnetic attachments and polarized and photochromic lenses.
- Metal is still generally preferred as a frame material for children because of its easier adjustability. However, there's been a definite shift, following the trend in the adult market, toward plastic. The metal/zyl combo makes perfect sense in terms of durability, quality and style.
- Red rules these days in the fashion and accessory world and girls of all ages still love pink.
- Blue is definitely the frame color of choice for boys.
- Kids also like multi-colors and layering. Not only are they fun, they are also versatile.
- Tweens and teens seek out grown up details—designs, open temple work, stones and engravings. And, again taking their cues from the fashion industry, the prettiest of petals are blooming on eyewear for everyone from infants to seniors.
- Kids, like everyone else, want to look cool in their eyewear and feel comfortable all day long.

WHAT MOM & DAD WANT

- Warranties.
- Comfortable, lightweight, hypoallergenic frame materials—titanium, beta titanium, memory metals.
- Safe, impact-resistant (polycarbonate) lenses.
- Adjustable bridges and temples.
- Spring and flex hinges.
- Cable temples, especially for infants and toddlers.
- Hard cases that protect the eyewear.
- Styles that make their kids look cute, keep them happy and—most important—frames kids will keep on because the eyewear is cute and the kids are happy.

—Gloria Nicola

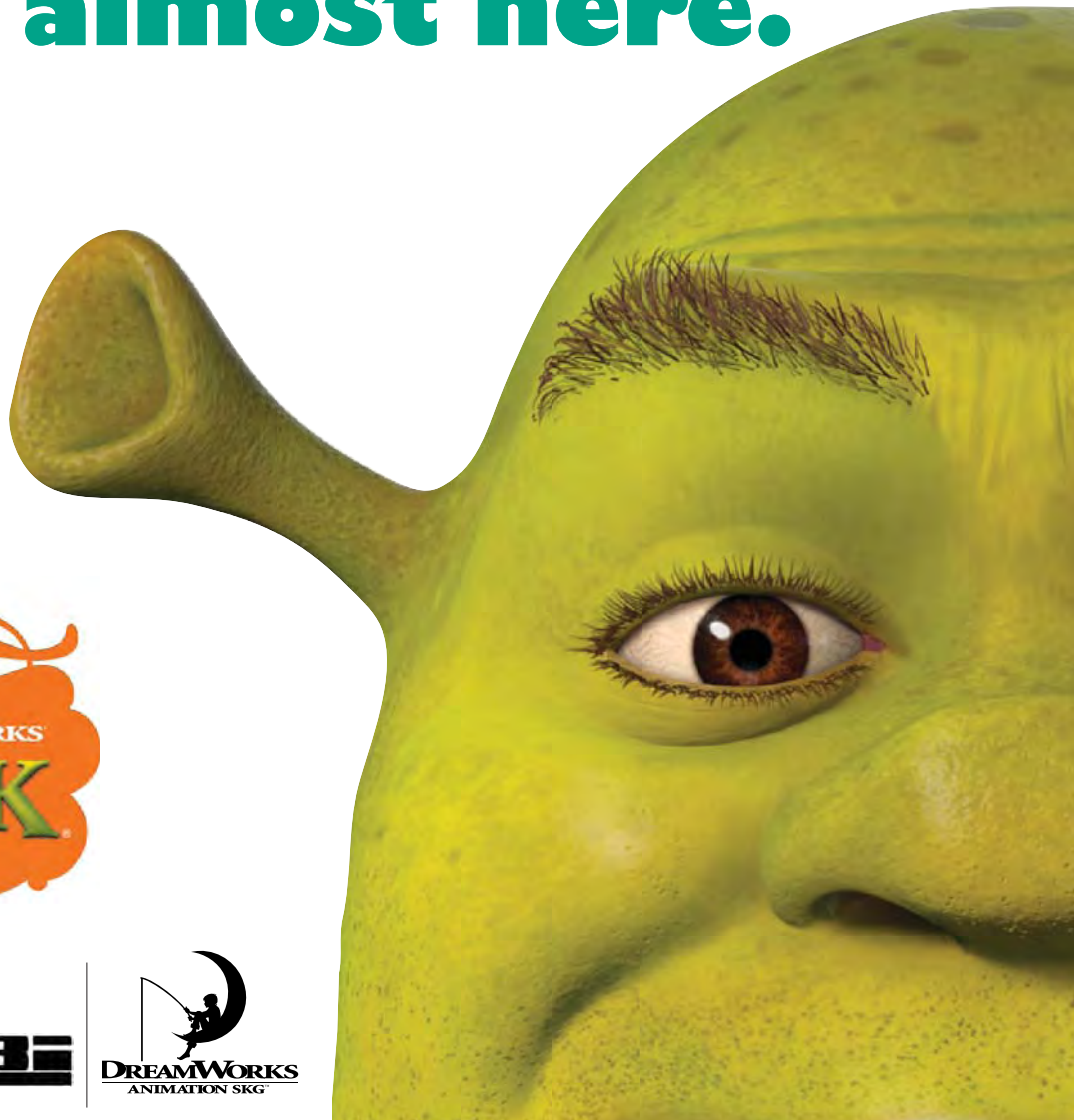




It's green.

It's big.

It's almost here.





KIDZ STATZ

A SERIOUS BUSINESS
THAT KEEPS ON GROWING

By Gloria Nicola

The kids are cute. The eyewear is adorable. The POP is fun. But kids' eyewear is not just fun and games. It's a serious business and an essential part of the optical market. The buying power of kids—and the parents who buy for them—is huge. In fact, according to respondents to *20/20's Kid's Eyewear MarketPulse Survey 2008*, children from infancy to 14 years old represented 20 percent of their customer base in the past year and children's eyewear and related products accounted for 15 percent of total gross dollar sales.

THE KEY TO KIDS

- Of those surveyed, **42 percent** reported an increase in their children's business versus five years ago; **49 percent** said business stayed about the same.
- More than half of the polled retailers (**55 percent**) cited an increase in the average children's complete eyewear sale versus five years ago. The average retail sale for a kids' frame in the last year was reported to be \$125; the average spectacle lens retail price, \$100.
- In the current survey, **51 percent** of respondents said making children feel as though they are participating in the decision-making process when purchasing eyewear was no challenge at all; **45 percent** said it was a minor challenge and **4 percent** said it was a major challenge.
- **Twenty-three percent** of participating retailers said matching kids' tastes with the parents' budget limitations was a major challenge and **60 percent** indicated it was a minor challenge.
- Catering effectively to the young teen market was a minor challenge for **49 percent** of the survey respondents. An additional **16 percent** said this age group presented a major challenge.
- The biggest challenge to independents in the current survey was selling sunwear to kids, cited by **62 percent** as a major challenge and **29 percent** as a minor challenge.
- Dollar sales attributed to polycarbonate lenses dispensed to children in the past year increased versus five years ago, according to **58 percent** of the respondents. Sales of standard plastic lenses decreased for **51 percent**.
- For children, respondents said in eyewear selection color was "very important," indicated by **65 percent**. Only **37 percent** reported that parents found wide color selection "very important" in purchasing kids' eyewear.
- For parents, functionality and durability are "very important" factors in selecting eyewear for their children, according to **89 percent** of those surveyed. Interestingly, **64 percent** of those polled also indicated their child patients saw durability and functionality as "very important" in choosing eyewear.
- Contact lenses were sold to children from infancy to 14 years old, **83 percent** of the respondents reported.
- Point-of-purchase materials help retailers most in selling to children, **44 percent** reported, followed by special promotions, cited by **19 percent**.
- **Fifty percent** of the 2008 participants said total children's frame dollar sales volume for plastic frames increased versus five years ago.
- Branded/licensed frames accounted for **25 percent** of total children's frames sales in the past year for respondents. Only **36 percent** reported an increase in the percentage of their total children's frame dollar sales volume attributable to brands.
- Of the independents contacted, **76 percent** dispensed sunwear to children. **Ninety-two percent** sold photochromic lenses to kids. In fact, photochromic lenses were the most popular sun item dispensed to children, according to **70 percent**, followed by sun clips, **12 percent**; Rx sunwear complete, **10 percent**; and plano sunwear, **7 percent**.
- Protective sports eyewear was dispensed to children by **90 percent** of the survey respondents.

METHODOLOGY

20/20's Kid's Eyewear MarketPulse Survey 2008 was conducted in May of 2008 by Jobson Optical Research's in-house research staff. The sample of 194 independent optical retailers was derived from the proprietary Jobson Optical Research database. All participants were contacted via email and asked a series of structured interview questions. An incentive of a chance to win a \$200 American Express gift card was offered. The 2007 study was conducted via Internet and a chance to win a \$300 American Express gift card incentive was offered. The 2005 and 2006 studies were conducted via telephone and no incentive was offered.

To ensure consistency in results, all surveys were conducted during the same May time period and followed the same methodology. In order

to avoid skewed findings due to the wide distribution of our Children's Survey sample, medians (rather than means) were reported for all years. Therefore, all statistics reported in this overview represent a typical, or most frequently encountered, eyewear business. Only the responses of dispensers who sell eyewear to children are included in the report. Four years of data is provided for comparisons, where possible. The analysis presents historical data and might reflect seasonal market fluctuations. For the purpose of this report and given the voluntary nature of the survey, the sample consists of retailers who sell to children as well as other age groups.

—Jennifer Zupnick and Beth Briggs, Jobson Optical Research



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