

SUNVISION

SEPTEMBER 2008

HARVEST FESTIVAL

<<A BOUNTIFUL BEVVY OF SUNWEAR>>

AN ADVERTORIAL FROM
20/20
VisionMonday

A fresh new collection from... Revolution Eyewear Inc.

Ed Hardy

Vintage Tattoo Eyewear™



ED
HARDY
1971



DON ED
HARDY ©
designs

HAVE YOU HEARD



Up on my bulletin board here at the Soho offices of *20/20* magazine, I have a postcard of a smartly dressed woman circa the 1950s with a know-it-all smirk on her face that reads: “You heard it here first.” Although it’s become a fixture of my everyday work surroundings that I don’t normally notice, I glanced at it the other day and thought how true that statement was... especially when

it comes to our mantra about the importance of sunwear.

We’ve been touting the value of sunwear for both dispensers and their patients for a long time. But it seems that now more than ever that message has gained momentum among more than just us opti-insiders.

Over the past year I’ve had the good fortune of talking to a number of the fashion world’s movers and shakers. Many of those who I spoke with were not only very excited about having sunwear as part of their collections, but also adamant about the importance of the sun category as a whole, weighing sunglasses’ significance up there with footwear and handbags.

“Sunglasses say so much about a woman—like shoes and bags,” says Tamara Mellon, founder and creative director of Jimmy Choo. “It’s the next statement item.”

“I do believe sunglasses are a key today in fashion” says Fred Allard, creative director of Nine West. “For a brand it’s a key thing. I believe handbags, sunglasses and shoes are the three perfect accessories. They are an extension to show who you are to the outside world.”

“[Sunwear] is an extension of the lifestyle of the brand,” says Paul Overfield, creative director of Cole Haan. “It’s really immediate. Sunwear can help you change your persona and character in 30 seconds.”

And a recent article in *The New York Times Style* section, which also quoted *20/20*’s editor-in-chief James J. Spina, hyped designer sunglasses as bucking the downturn in luxury goods sales. The reason? Because they are a great, more affordable way to acquire the prestige of a designer brand.

So if telling your customers about the healthcare benefits of wearing sunglasses isn’t enough, appeal to their sense of vanity. Tell them that sunwear is the fashion world’s hottest item. Tell them it’s an amazing accessory that can help them look great and see even better. And remember; you heard it here first.

—Jackie Micucci, *20/20* Executive Editor,
jmicucci@jobson.com

CONTENTS

6 Upfront

SUNVISION FEATURES

12 EYE T:
Selling Sun Lens Technology

16 SUN SPOTS:
The Sunwear Consumer
By The Numbers

20 BOUNTIFUL HARVEST



COVER
PHOTOGRAPHED BY
Ned Matura

EXECUTIVE EDITOR
Jackie Micucci

ART DIRECTION
**Barbara Winters
Iris Johnson**

Supplement created
by *20/20* magazine.

EDITOR-IN-CHIEF **James J. Spina**
GROUP EDITOR, LENSES & TECHNOLOGY
Andrew Karp
ASSISTANT EDITOR **Melissa Arkin**
SENIOR RESEARCH ANALYST
Jennifer Zupnick
RESEARCH ANALYST **Beth Briggs**
PRODUCTION MANAGER **Maria Marcoff**



PUSH FORWARD,

Slyde



Zak



Drapht





FASHION FORWARD.

ACTIVE SERIES A wolf in a supermodel's clothing: the Active Series combines unbreakable triloid nylon frames, impact resistant lenses and polarized and mirrored surfaces, all in a sleek design. Built for challenging environmental conditions, Rx-ready Active Series shades exceed ANSI Z87.1-2003 high velocity safety standards and feature neoprene ear tips and nose bridges to maintain a snug fit, even in a sweat. Protect your eyes, in style. // Please call 1.800.776.7842 to request a catalog or talk with a Wiley X account representative. // WILEYX.COM



Vision Expo West Booth #11109

UPFRONT

Vogue Goes for a Swim

When Tibi creative director Amy Smilovic prepared to launch the brand's Resort '08 collection during Miami Fashion Week, she knew sunwear had to be an integral part of the runway presentation. So she chose **Luxottica's Vogue Eyewear** brand to be prominently featured on several looks on the catwalk.

"Vogue Eyewear is pleased to be working with Tibi on the launch of their swimwear collection," says Vittorio Verdun, vice president of marketing for Luxottica Group North America. "We feel that Amy's stylish yet playful designs encompass the brand's vision, which encourages women to accessorize each outfit with a different pair of sunglasses. Naturally, Miami Fashion Week is the ideal place to showcase the latest Vogue styles."

—Jackie Micucci



THINK COOL THOUGHTS.

ICE™ in a vast spectrum of colors.

Feel the chill of the most vibrant mirror coatings to ever come between one's eyes and the elements. It is time to experience the fashion, form and function of ICE.

Call [800.832.2628](tel:800.832.2628) to take advantage of ICE. Available in 8 amazing variations.



Making lenses better.





MAKE LIFE A CATWALK

Unmistakable, individual and spontaneous: The new Puma Eyewear Collection combines elements from the world of sports, lifestyle and fashion with creative details.

Eye Wanna Be There Next Time

In many ways it's more important than an actual sporting event. It's the increasingly popular "meet-and-greet" where sport celebrities come face-to-face with their adoring fans and everyone gets a chance to celebrate one of most important aspects of any sport: Teamwork.

When it comes to motorsport putting a face to a personality becomes even more crucial since the driver is usually hidden behind a helmet in a racing car. And when it comes to a sunwear sponsorship can anything be more valuable than a face-to-face where the star driver's face is sporting a pair of shades... just like yours.

Wiley X gets the powerful importance of all of this. Having a speed-belching car decked out in the Wiley X logo is mighty cool but chatting up the driver and team is even cooler so Myles and Dan Freeman (they are the ones beaming in the picture with driver Jim Yates) arranged an up close gathering with the Jim Yates Wiley X Sunglass Machine team for employee viewing at the Wiley X corporate facility in Livermore, Calif. this past summer.

Jim Yates, a two-time NHRA Pro Stock Champ, set up his Wiley X Transporter and Car so all Wiley X employees and their families each could have an opportunity to meet the race team sporting their cherished brand. There were sessions to learn about the mechanical operations and inner workings of auto racing and details about how the overall race program is used promoting the Wiley X brand to the vast world of racing fans.

Sessions included a tour of the racing car transporter which also functions as a mobile garage. In addition, employees were able to see how all the computerized data is collected during each race assisting the team with immediate telemetry during a race for literal real-time race car adjustments.

Jim and his team signed autographs and posed for pictures with everyone. On the Saturday following this event (20/20 is SO jealous about THIS part) Wiley X chartered a bus to take employees to the NHRA Fram Autolite Nationals at Infineon Raceway in Sonoma, Calif. The day was filled with plenty of race action and an insider look at what it takes to get the car at speed for qualifying rounds. Combine that with a special guest visit from Wiley X Funny Car Driver Tony Bartone, excellent grandstand seats and eats served in the race pits side-by-side with the race crew and you have an experience this writer deems motorhead heaven.

—James J. Spina





Jessica Simpson
EYEWEAR

colors in optics, ltd.

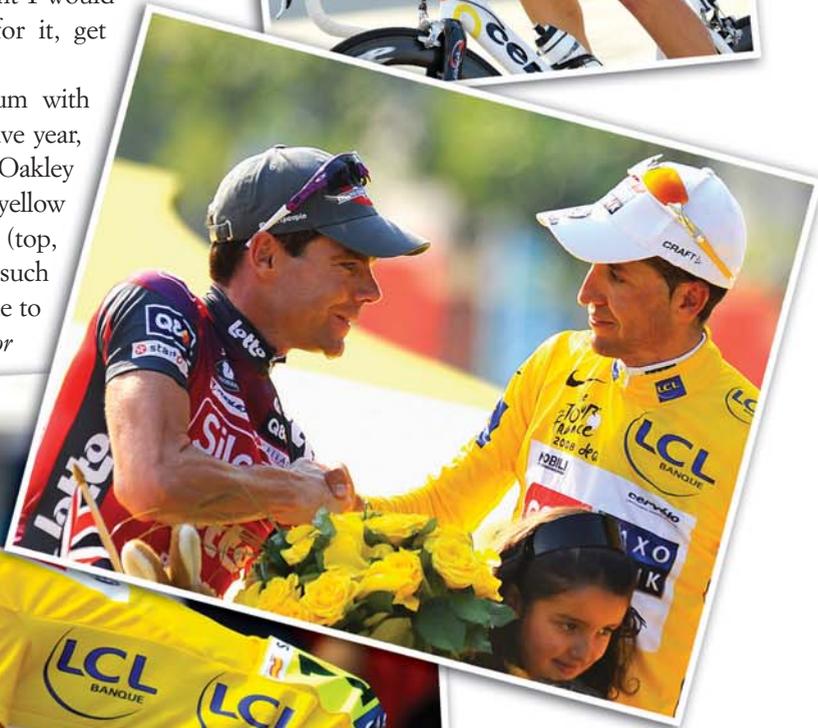
1.866.393.3373 info@colorsopticsusa.com

On Tour with Oakley

Proving its dominance in the field of cycling, **Oakley's** athletes had six different leaders and 14 stage wins in the 95th Tour de France. **Carlos Sastre**, (he's the one in the yellow jersey) emerged victorious at the end of the three-week race in July. Sastre broke away from the competition in the mountains, earning the prestigious yellow jersey for the top general classification, which he held onto until the end of the race.

"It's a dream come true," says Sastre, who has had five top-10 finishes in the last six years and four victories in mountain stages. "I have been waiting so long for this. I thought I would one day win the Tour, but I had to fight for it, get experience, and finally I have done it."

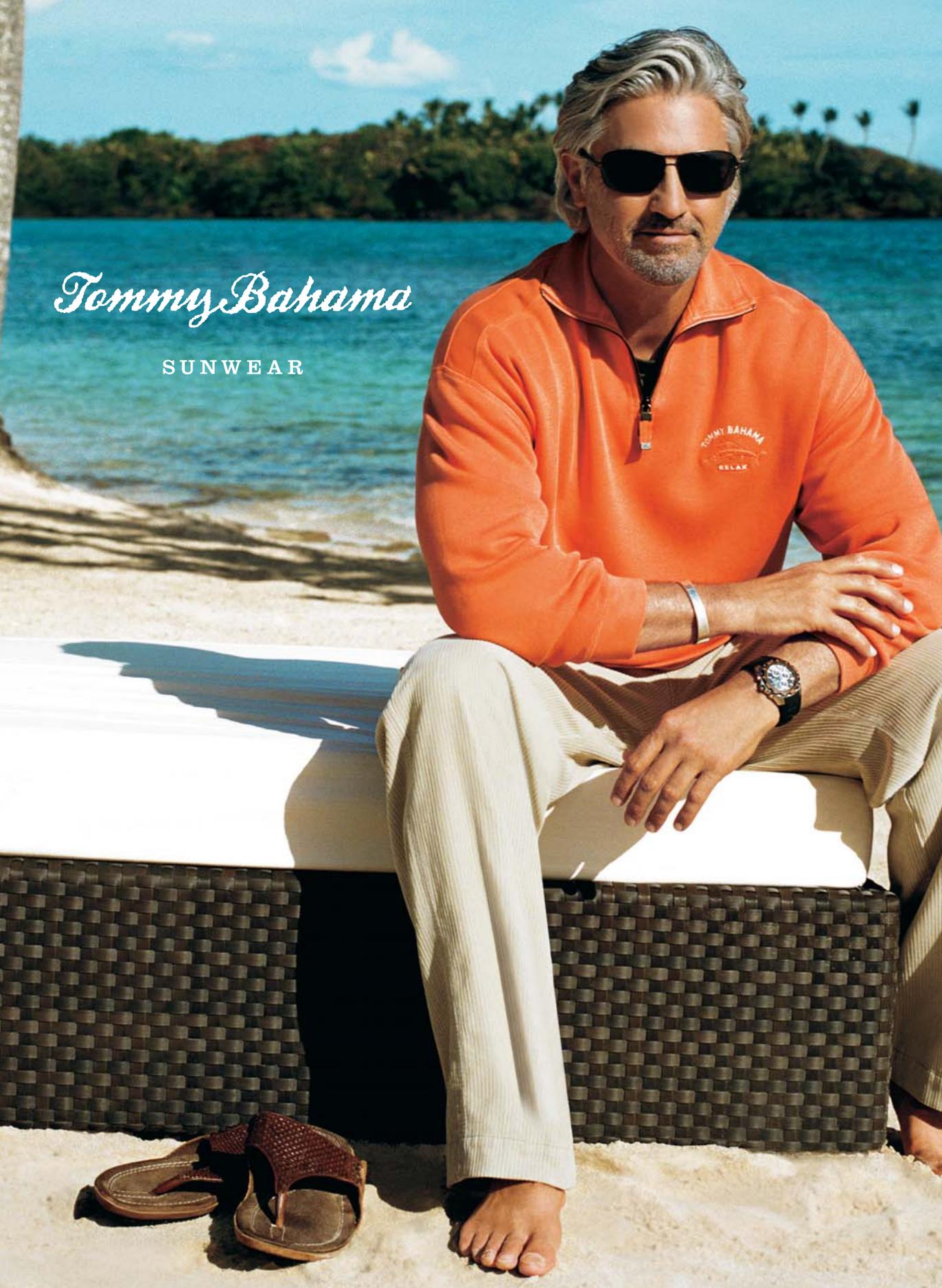
Oakley's **Cadel Evans** (shown at the podium with Sastre) was runner-up for the second consecutive year, finishing 58 seconds behind Sastre. Other Oakley athletes included **Frank Schleck**, who wore the yellow jersey at the start of Stage 17, and **Andy Schleck**, (top, right) who was the top young rider and showed such power in the mountains that he will be a favorite to win the Tour in future years. —Lauren Taylor



Photographs by TIM DE WAELE/OAKLEY

Tommy Bahama

SUNWEAR





EYE T

SELLING SUN LENS TECHNOLOGY

By Andrew Karp

When shopping for sunglasses, style and fit are the first things most people think about. But discerning sunglass wearers are often just as interested in the technology of the lenses. Athletes and other performance-minded consumers want to know how both the frame and sun lens can help them maximize their performance in a variety of conditions on and off the playing field. This presents an opportunity for eyecare professionals to discuss how sun lens technology can enhance visual performance.

Most quality sun lenses offer an array of performance features based upon lens color, material and treatment. While high-tech features alone may impress some patients, experienced eyecare professionals and retailers say a non-technical explanation of sun lens benefits is often the most effective way to make a sale. Before making a recommendation, it pays to probe a bit and find out some details about the outdoor activities and sports the patient participates in. Practitioners can simply ask a few questions or have the patient fill out a questionnaire in order to determine which lenses or lens treatments will enhance the patient's performance in a particular activity.

Wearing lenses with a specific color optimized for a specific activity can sharpen one's competitive edge. Depending upon the sport, certain lens colors can enhance contrast and sharpen the wearer's perception thus speeding up reaction time or clarifying judgment.

Sports vision experts emphasize dispensers must not only consider the sport, but also the conditions in which it's typically played, before prescribing a lens. Tints, mirror coatings, polarizing filters and backside AR all have their uses in athletics but must be dispensed correctly.

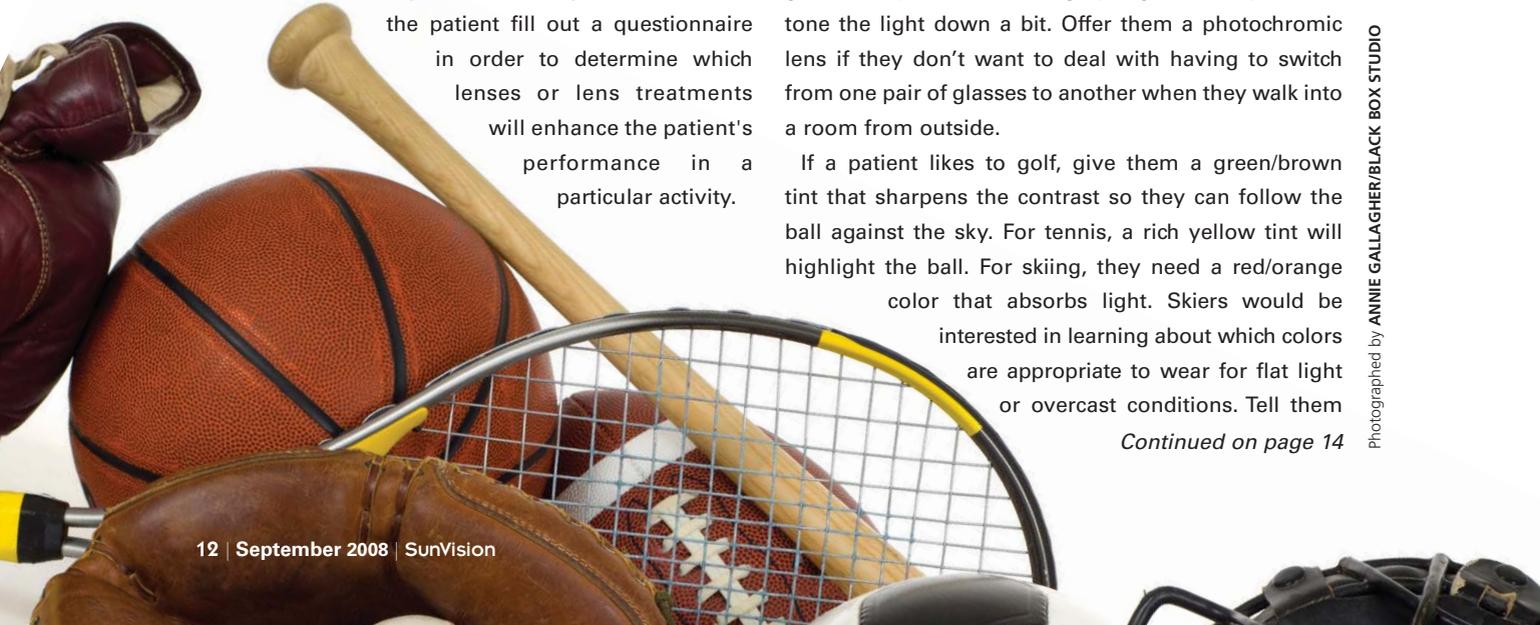
When presenting sun lens options to a patient, begin by asking some basic questions in order to find out if a particular product is tailored to their lifestyle. For example, you might ask, "Are you bothered by glare or reflections?" If the patient says, "Yes," you should point out how polarized and AR lenses address that need.

Next, find out which outdoor activities and sports the patient likes to do on a regular basis. If it's fishing or boating, then recommend a polarized lens. Brown is good if they want contrast; gray is good if they want to tone the light down a bit. Offer them a photochromic lens if they don't want to deal with having to switch from one pair of glasses to another when they walk into a room from outside.

If a patient likes to golf, give them a green/brown tint that sharpens the contrast so they can follow the ball against the sky. For tennis, a rich yellow tint will highlight the ball. For skiing, they need a red/orange color that absorbs light. Skiers would be interested in learning about which colors are appropriate to wear for flat light or overcast conditions. Tell them

Continued on page 14

Photographed by ANNIE GALLAGHER/BLACK BOX STUDIO





GARGOYLES
LIVING IN THE REAL

JIMMIE JOHNSON
2006, 2007 NASCAR NEXTEL
Cup Series Champion



BALANCE

TECHNOLOGY. OPTICS. REAL.
ICONIC. COMMITTED.

**9⁷ GARGOYLES G7
TRUE VISION
SYSTEM**



**Ballistic
Defense**



**Nano-Flection
Coating**



UV Tri-Tech



**G-Chassis
Frames**



**Unity
Polarization**



**Surround Sight
Optics**



**Mission Series
Lenses**

In 2008, we continue to offer the most advanced, optically correct sunglass lenses available worldwide, with realigned focus for Work, Sport, Outdoor and Military applications. We also introduced the G7 Gargoyles True Vision System, a new "off the charts" compilation of optical technology packaged in a way our team has always desired.

For more information on G7 Gargoyles True Vision System, Gargoyles and Jimmie Johnson go to www.gargoylesinc.com or call (800) 426-6396.



Fabricator



Draft



Torque



Traction



Downforce



Continued from page 12

about mirror lenses as well as the options of photochromics or polarized photochromic goggles. Be sure to cover all bases so your patients end up with the right lenses for all light conditions.

Specialized sport colors address the individual absorptions required for each activity. Snow sports need lenses that protect from U.V., blue and violet light. The color increases depth perception. A yellow tennis dye matches the color of the ball, absorbing blue and enhancing contrast, making the ball most obvious. Golf's green-brown dye considers the surrounding course environment to bring the ball into best view. Even for skeet a color has been created to aid in judging distance. For those patients who do everything, or at least like to watch, the thread that seems to run through all the sport colors—offering contrast heightening hues—is incorporated. This is generally in the brown-gold family. Not only does it sharpen the picture, it is also known to be a relaxing color.

Tints used for sports-specific applications should act as filters, reducing the overall amount of visible light reaching the athlete's eyes while, in some cases, filtering out specific wavelengths of light. Some lens tints also enhance contrast sensitivity, allowing the eye to see greater definition between colors. Reducing the amount of light the eye is exposed to limits eye fatigue and also improves visual acuity. Depending on the activity, the goal is to improve visual perception and comfort.

Sports vision experts don't always agree on what spectacle products work best for specific athletic activities, but there are some generally accepted rules of thumb. For example, golfers need to "read" greens (for slopes that will impact the direction and speed of putts) and track their shots as they travel through the air. Brown tints seem to be the best choice, though some dispensers offer yellow tints to golfing enthusiasts. Glare is not always an issue for golfers, except on courses with a significant amount of water hazards and/or sand traps. Melanin lenses, which block harmful blue light rays from the sun, can also help reduce glare on the course.

Polarized lenses are a no brainer for fishermen because they block glare off reflective surfaces such as water. Which tints work best for fishing, however,

depends on specific fishing conditions. For deep-sea fishing, informed dispensers seem to favor gray tints because they can protect against intense glare and still allow fishermen to see into the water. In shallow-water, lake-type conditions, varying shades of brown seem to improve contrast; some dispensers recommend orange in polarized or non-polarized for river/lake fishing on overcast days.

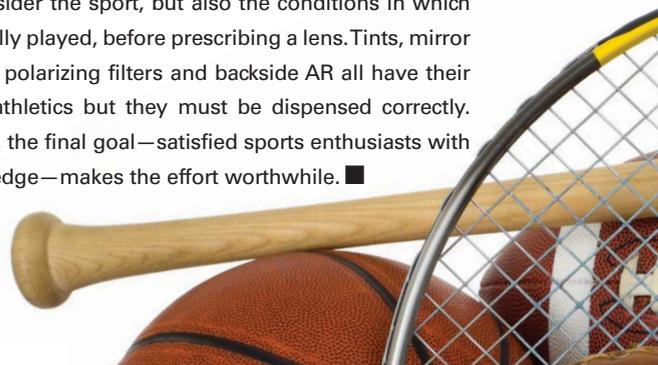
When it comes to skiing, the debate—to polarize or not to polarize—rages on. Some dispensers favor polarized lenses to protect their skiing patients against glare from snow and ice; however, they also warn these patients that ice patches can appear to have a gray or flat color through polarized lenses. Melanin lenses can be a safe alternative to polarized lenses. In general, skiers need visual contrast to read the slope and to spot moguls. Oranges and reds seem to work best.

Polarized lenses are a must for biking and driving. They reduce glare from road surfaces and passing cars. Grays and browns seem to work best on the road, but yellow lenses can provide excellent contrast on overcast days or in off-road conditions.

Tennis players are divided about whether or not to wear sunglasses. Most pro tennis players do not wear them. There is a perception among some pros that sunglasses slow down the message to the brain, impacting players' speed and reflexes in responding to a shot. Still, weekend tennis players often say they need lenses to help them spot the yellow tennis ball on sunny days. Melanin lenses or blue polarized lenses can help in this area.

Hunting and shooting is perhaps is the most active area of sports specialty tints. Depending on whether you're working with target shooters or hunters, orange, violet, red, blue, green, brown, yellow or gray tints might be best. Determining factors include climate, background, target and/or personal preference. Polarized lenses are a must.

In general, experts emphasize that dispensers must not only consider the sport, but also the conditions in which it's typically played, before prescribing a lens. Tints, mirror coatings, polarizing filters and backside AR all have their uses in athletics but they must be dispensed correctly. However, the final goal—satisfied sports enthusiasts with a visual edge—makes the effort worthwhile. ■



Eye defense. Eye performance.



Performance Sunlenses.
Introducing NXT Polar and NXT Polar Varia Photochromic.
High-tech protection without compromise.

16% lighter than CR-39® and 10% lighter than polycarbonate, 60 times more impact resistant versus CR-39®, 100% UV protection. Available in fixed tints, gradients, photochromic and polarized versions.

Benefits of Trivex® material and advanced Light Management Technology from **Intercast Group**.

Now available in SFSV with *Confined Tint* color engineering.

Performance
nxt
Sunlenses

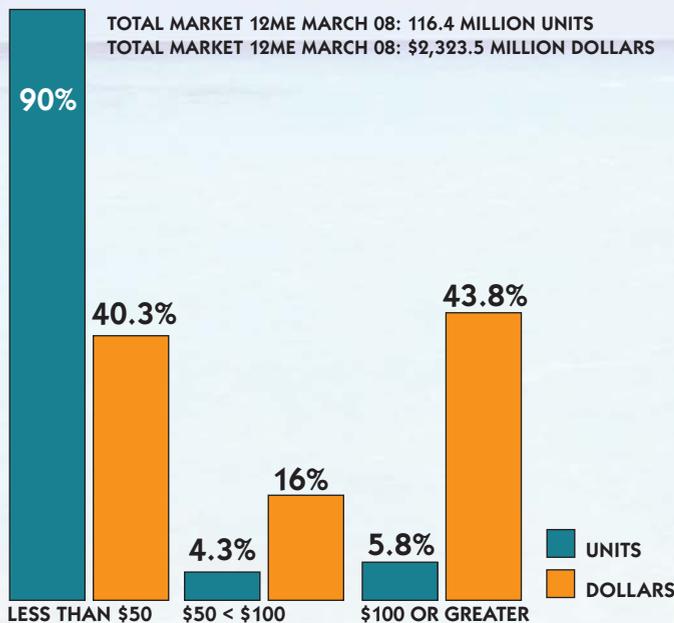
www.nxt-vision.com

SUN SPOTS (FACTS AND FIGURES ABOUT CONSUMER SUNWEAR TRENDS)

Falling leaves. Cider. Pumpkins. Scarecrows. Sunshine. Which one of these things seems to not fit in with the others? It's that sunshine—something that many of us, especially here in New York, do not readily associate with autumn. But really, why not? As the summer winds down and the back-to-school season starts back up, the sun doesn't go on vacation. As the weather cools down the sun is still there, seasons notwithstanding. So tap into these findings provided by Jobson Optical Research because sunwear is a must in every season.

—Melissa Arkin

Plano Sunglasses—Market Profile by Price Point



Shoppers seemed to be looking for a good bargain this past year. Among plano sunglasses purchased during the year-long period ending in March 2008, 90 percent of units cost less than \$50. Six percent cost \$100 and above and 4 percent cost somewhere in between. There was a comparable amount of dollars spent on those plano sunglasses costing less than \$50 (40 percent) and those plano sunglasses costing \$100 or greater (44 percent).

METHODOLOGY

The data from this sunwear survey is from the large scale continuous consumer-based VisionWatch study that ran for the 12 months ending March 2008. VisionWatch is conducted by Jobson/Vision Council. All respondents are over 18 and live in the United States. For more information about how to run your own survey please contact Jobson Research at (212) 274-7164.

Number of pairs of plano sunglasses in regular use by age and gender



It has been said that men and women are from different planets. When it comes to how many pairs of sunglasses they purchase, however, they seem to be cohabitating on the same one. Among the 47 percent that reported they regularly wear just one pair of sunglasses, there was a fairly even distribution between men and women. The same pattern held true for those 34 percent with a two-pair sunglass rotation; 47 percent were men and 53 percent women. Although owning and regularly wearing more than two pairs of sunglasses is not as common among respondents, those who did have numerous pairs did tend to be, maybe not surprisingly, the women.

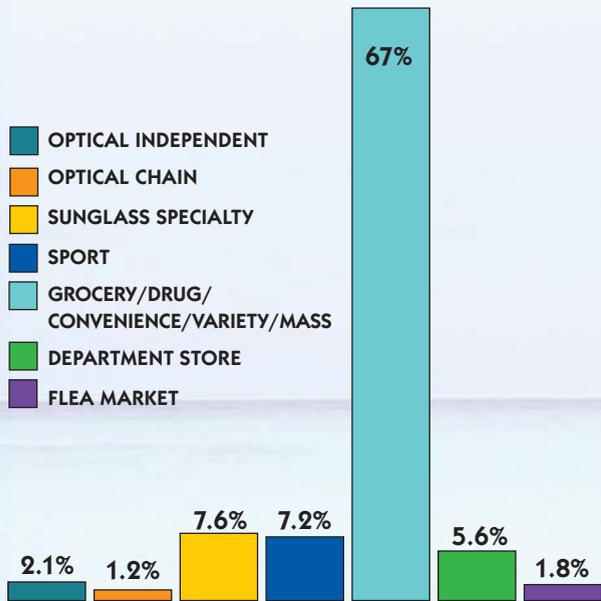
STYLE SHOWN: PALM BEACH 800.627.2898 WWW.KENMARKOPTICAL.COM TM & 2008 © Lilly Pulitzer®/Kenmark Group.

Lilly Pulitzer®



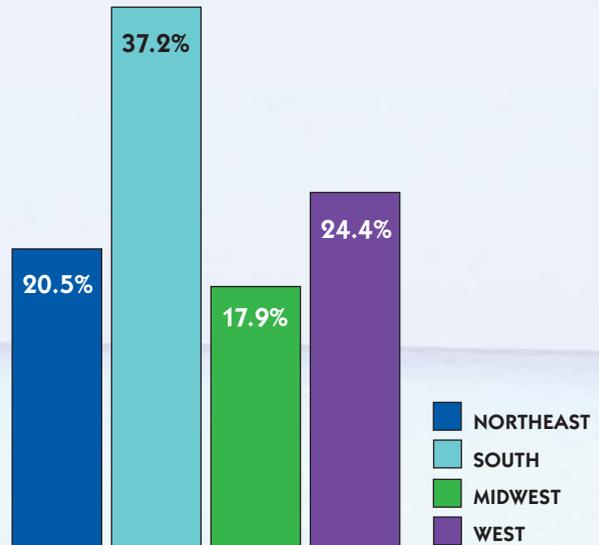
SUN SPOTS (FACTS AND FIGURES ABOUT CONSUMER SUNWEAR TRENDS)

Total sunglass sales by outlet type (units)



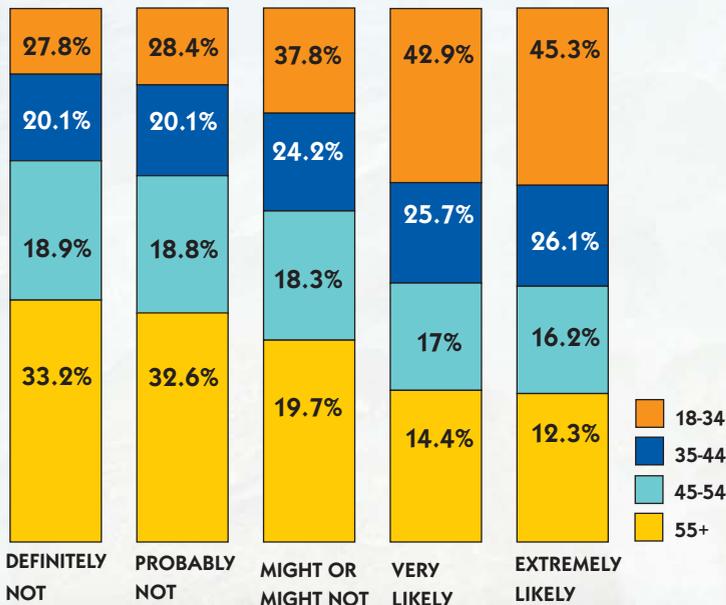
Where is all the frame buying action happening? Two-thirds (67 percent) of sales of sunglass units occurred in stores that fall under the category of grocery/drugstore/convenience store/variety/mass merchandiser. While these locations far exceeded the popularity of the others, sunglass specialty stores and sport shops brought in 8 percent and 7 percent of sales, respectively.

Total sunglass sales by outlet type—dollars by region



The South was responsible for the most amount of money spent on sunglasses in the 12 months up to March 2008, with 37 percent of the total dollars spent there. Westerners spent 24 percent on their shades, followed by 21 percent spent in the Northeast. Midwesterners doled out the least cash for their sunglasses—spending just 18 percent of the overall dollars.

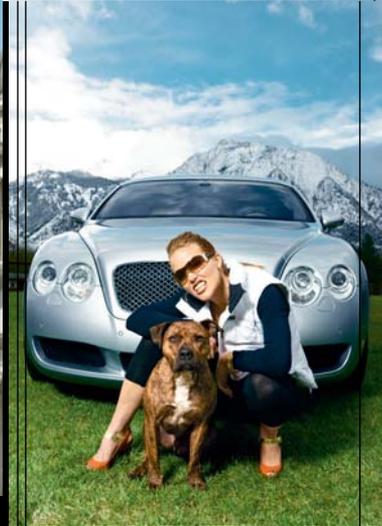
Likelihood of buying new pair of plano sunglasses costing \$50 or more within next six months



When asked how likely they were to buy a new pair of regular, non-prescription sunglasses costing \$50 or more within the next six months, half (50 percent) replied they would “definitely not” be buying. Among these nay sayers, the most (33 percent) were in the 55 and older age bracket. Similarly, the same age group reported most (33 percent) they would “probably not” be purchasing shades in the next six months. Although only 3 percent of respondents reported they were “extremely likely” and only 7 percent were “very likely” to make a purchase, the majority of these were in the 18 - 34 - year - old - age demographic (45 percent and 43 percent, respectively).



©2008 OAKLEY, INC. 800.733.6255



Uniquely™ *Oakley*

GRETE ELIASSEN



Bountiful Harvest

Photographed by **NED MATURA**
Executive Editor: **JACKIE MICUCCI**
Trend Setting: **JAMES J. SPINA**

The fashion-tempting sunwear offerings are more bountiful than ever this season. The style factor gets amped up yet another notch as an increasing amount of fashion lines tout the importance of sun in their repertoire. These sunglasses are a key accessory/necessity for any fall wardrobe.

A Hint of Hierarchy

At this particular point in fine (as in detailing) it's all about that subtle winged, scallop effect on the temple. Never "in your face" but always worthy "of your face" for eyewear's queen of serine.

VINTAGE 524 from Lafont

Visit us at
Vision Expo West
at Booth 17108



Heat Resistant



Bye Bye Heat Crazying
Say Hello to a Whole New World.



They say, "Don't leave your glasses on the dashboard..."



Why Not?

Fashion

Available in silver, gold, blue and green flash colors. iHot mirror produces the hottest fashion for your customers.

Heat Resistance

No more worrying about crazing and cracking when mirror lenses are exposed to sunshine. Heat makes iHot mirror coatings stronger.

Speed

Fast Delivery. No more long waits for fashion mirror lenses; iHot mirror has the fastest delivery in the industry.*

Call us for sample lenses.

Chemalux - Chemat Technology, 9036 Winnetka Avenue, Northridge, CA 91324 USA

Hardy Worth It

The Ed Hardy brand is easily tattooed on the mind of an America committed to this brand that sizzles with individuality.

ED HARDY EHS022 from Revolution Eyewear





EVERLAST[®]

***Fashionable,
sophisticated,
young...***

Eight new Rx-able styles

SUNWEAR by OPTIMATE www.optimizeinc.com • (800) 387-8877



The Pulitzer Prize

Eyewear celebrates the entry of this regally worshipped and rightfully venerated brand.

LILLY PULITZER Pebble Beach from Couteur Designs/A Division of Kenmark Group

That's Very Wiley

How clever that this acknowledged sport sun brand continues to tap into the best that fashion has to offer in enhancing their eyewear with details like zyl striations and amber crystal shading, all scoring points with trendsetters and goal getters.

SLYDE from Wiley X





Amber Waves of Great

The amber tint lends richness to both lens and frame colorations and that gold accent is a pleasurable Bahama vacation.

TOMMY BAHAMA TB505SA from Altair Eyewear

Hidden Meaning

The logo arena continues to fascinate with a new trend toward artful (and sometimes mysterious) interpretations of brand identities. Also worth noting is the skill of eyewear artisans deftly using logos to detail working features such as hinge flex points.

ALBERTA FERRETTI AF410 from Colors in Optics





Over Achievers

Never underestimate the power of a well-established brand when it comes time to boldly follow a new and seemingly counter-cultural direction. As example, this Everlast has nothing to do with your daddy's boxing shorts.

EVERLAST EVS132 from **Optimate**

All Star Panel

Sport eyewear works with the largest temple paneling and Wiley X uses the space to great effect for some speed-enhanced indenting enriching its now highly recognizable initialed logo.

ZAK from Wiley X



Definition

Every rare once in a while a frame style comes along that basically defines a brand and in doing so the simplicity of that shape and style defies comparison. Look at this frame from Puma. It achieves that exact (though usually elusive) goal.

PUMA PU15036 from Luxottica Group





The Next Wave in Shields

Note that soft shield indent. Seemingly simple the slight wave bears testimony to dedicated craftsmanship and equally impressive perfect on the "facemanship." No such word? Now there is, thanks to Gargoyles.

GARGOYLES Nitro from FGX International

lafont.

PARIS



www.lafont.com

THE CROCODILE, EXCLUSIVE ACETATE BY LAFONT