By Michele Silver

If you let them select it, they will wear it. So goes the mantra for selling eyewear to tween and teen patients, according to Ethan Goodman, president of Match Eyewear. “One of the most important factors that ECPs need to know about fitting this population is to let the kids/tweens/teens choose their frame,” he said. “Having them commit to the styles is half the battle.” There’s also a safety issue when it comes to fitting wearers aged 12 to 18 with protective eyewear and sunwear. “Getting it right requires the same high quality materials used for the brand’s adult sunglasses and a product team that understands that sunglasses for younger people need to be more than three-quarter-scale copies of existing designs,” said Todd Butsch, national sales manager for Vista Outdoor Optical Division, which owns the Bollé brand.

FITTING TECHNIQUES

FOR A GOOD CAUSE

With the launch of three kids’ brands known collectively as Destination, Jr., L’Amy America is becoming a one-stop manufacturing shop for adult and youngster wearers alike. The company has teamed up with the Juvenile Diabetes Research Foundation (JDRF) for a charity initiative whereby for every account that purchases a 12-piece tween-er mix, L’Amy will donate 5% of the wholesale price to JDRF from May 15 to August 31.

Niki by Nicole Miller, Champion Powerflex 180 and Sperry Kids were introduced by L’Amy at Vision Expo East, and each brand stemmed from an adult counterpart. For girls, Niki by Nicole Miller is a contemporary assortment of six styles (Aria, Elina, Aviana, Dani-ca, Elodie, Elora) each in three colors, with floral designs taken from Nicole Miller’s ready-to-wear collection as well as pops of color, color blocking, translucent finishes and splash signature hues and prints. Each style features flex hinges and a three-year warranty.

Active tween boys will love the functional sportiness of Champi-on’s 180 PowerFlex—the 180 refers to a spring hinge system that allows temples to flatten out to 180° perpendicular to the frame. Constructed of handmade bi-layer acetate, the nine ophthalmics sport a stainless steel, laser-engraved logo plaque insert with the iconic “C.” Colors include matte gunmetal, black and navy as well as a brown tort with blue and gray tort with gunmetal.

The Sperry Kids collection for girls and boys in acetate, metal and combination designs exude a carefree attitude. Girls can choose from Fairlead, Mainsail, Portlight and Starboard in a palette of purples, blues, pinks and tortoise. Boys’ styles encompass Shipmate, Spinnaker, Topside and Waterline, all in rectangular shapes with either a sporty or nautical aesthetic.

ALL ABOUT ATHLEISURE

Following the success of the adult Tony Hawk line last year, Eyewear Designs has developed a kids’ collection of seven styles in trendy styling and fun color combinations that premiere this month. The four plastic and three metal frames will embody the same skateboarding-inspired details that made the Tony Hawk line so popular. Temple designs include zigzags, stripes, cut-outs and wood patterns with bold hues such as neon green and flashy red set against neutral grays and blacks.

Young wearers can express their own unique personality with Match Eyewear’s Float Kids collection, which translates the hottest trends for adults into the coolest looks for kids, according to Goodman. “The most important aspect of our Float Kids collection is all about style. The playful use of colors, prints and detailing really allows kids to express their own individual style,” he said.

There are several brands within Marchon Eyewear’s arsenal that deliver a statement-making athleisure look. According to Hannah Sarbin, vice president brand management & new business development,
TOTALLY TRENDY

On-trend shapes, bold designs and bright pops of color highlight Altair Eyewear’s Kilter collection, available in six fresh styles, three for girls and three for boys. The sister styles K5006 and K5007 feature vibrant crystal colorations, brightly colored camouflage temple designs and a hint of sparkle, a perfect look for the girly-girl with a bit of an edge. K5006 defines style with a geek-chic frame front in a handmade acetate and metal combo. The trendy, oval-shaped K5007 features flat metal frame fronts with metal temples. The oval-shaped, boho-chic-inspired K5008 features crystal fronts in soft pastel colorations and a feathered design.

The durable and edgy models K4007 and K4008 take boys from school to skate with gradient laser-cut zigzag designs that extend along the triple laminated acetate temples. K4007 delivers cool style with a full rim metal and acetate combination and K4008 brings fresh attitude with sporty, bright pops of color behind solid acetate frame fronts. The unisex K4501 features triple laminate dimension in a modified rectangle shape with bright pops of crystal color and a laser-etched zigzag temple tip design.

SO SPORTY

Bolle’s Sport Protective collection, which adheres to both ANSI Z87.1-2010 and ASTM F803 standards, offers lenses with a platinum coating, a patented scratch-resistant and anti-fog technology used in military and industrial applications, and the frames have SAS (shock absorption system), which is a combination of co-injected materials, one hard for protection and the other soft for absorption. The Sport Lifestyle Junior line has two new models and a more playful color palette than prior seasons.

Developed specifically for boys and girls, Wiley X’s Youth Force line was designed and built based on years of experience providing vision protection under the world’s most challenging conditions. In keeping with Wiley X’s eye protection roots, the RXable Youth Force frames meet the ASTM F803 Sports Protective Eyewear standard. Each Youth Force style is a different size, with the line fitting children ages 6 to 13+, yet each style shares innovative features that enhance performance, comfort and versatility. All Youth Force glasses are designed to quickly change from spectacles to goggles. A simple push of a button allows wearers to easily remove the temples and replace them with the included adjustable elastic strap. Wiley X’s advanced DIGIFORCE digital Rx lens technology ensures superior prescription accuracy and clarity, along with the widest possible field of clear vision.

From GUESS by Marcolin, there’s a colorful mix for girls (three styles) and boys (four styles) in mature yet fun variations such as retro-inspired silhouettes. GU 9160 is a round-shaped acetate with vintage styling—it features a keyhole bridge and temples that reveal a wire core beneath the GUESS logo, the geek chic look of GU 9163 is delivered in deep contrasting colorations, vivid colors infused with an ombre effect add a playful look to acetate style GU 9174, and the flat metal design of GU 9168 features a sporty soft rectangle profile in matte black, brown or blue.

It’s clear that frame manufacturers are continuing to develop an extensive array of product to meet the needs of the tween and teen patient population. Keep your boards current and you’ll be well on your way to maintaining a great source of repeat business.