

# EYECARE BUSINESS

Retail Strategies &  
Profitable Practices

PentaVision

JUNE 2016

## Party Perfect

23 utterly cute, supremely cool, and completely groovy kids' specs designed for pure fun

**What Makes Tiny Eyewear Buyers Tick?**

**5 Seriously Clever Tips for Women ODs**

**Tim Gunn Dishes on Specs**

**... and 27+ Rockin' New Products You'll Love**

Niki Nicole Miller Danica (left)  
+ Champion CU7011 from L'Am

