



I'M SELLING *European* EYEWEAR

YOUR OPTIONS FOR ADDING ARTISTICALLY DESIGNED, ARTISANALLY CRAFTED, TRENDSETTING FASHION-FORWARD FRAMES EXPAND EXPONENTIALLY WHEN YOU STOCK YOUR BOARDS WITH EYEWEAR FROM EUROPE.

By Perry Brill

I spent 20 days traveling through seven countries and nine cities of Europe a couple months ago, but you don't have to go there to explore the cultural significance it can have in your life, especially your optical life.

Compare Europe's influence on the current coffee scene to that of eyewear. Micro-roasters are thriving, and the exceptionally tasty coffee results from fancy pour-overs, French presses and matcha lattes. Micro-roasters are not selling coffee anymore, they are selling space and branding. They are adopting the philosophy that a connection to a brand and creating a space for you to linger are more important than the product itself. It's a new type of collateral—brand-experience collateral.

European eyewear lends itself well to developing your brand-experience collateral. It's one of the main pillars you can build upon to prompt loyalty, trendiness, curiosity, and lingering in your brick-and-mortar retail presence.

TAKE A RISK

With so many flavors, of coffee as well as European eyewear, you might have some difficulty predicting what's trendy in your area. You might be surprised when modestly dressed people will frequently be open to wearing a work of art on their face, eyewear art that comes in so many forms from the clean lines of simple titanium to candy-looking acetate.

Begin by attending a major optical show such as Vision Expo or Silmo, where you are likely to gain a sense of awareness that the movement toward independent European eyewear brands is growing exponentially.

A COLLABORATIVE APPROACH

The best part about working with European eyewear vendors is the collaborative effort. When small retail and wholesale business goals are aligned, the result is a powerhouse think tank that can predict what consumers want and how to deliver it, differentiating your optical at the same time.

THRIVE THROUGH ART

When you sell a frame, you are selling plastic or metal. When you sell art, you sell an approach, process, human connection and yourself. People buy from people who evoke emotion in them. Those little expensive pieces of art sitting on your shelves present the easiest way for your optical to thrive in a competitive climate.

Staging this one part of your optical pillar system starts by purchasing one European frame collection and consistently adding to your assortment. Before you know it, your brand-experience collateral will be unique and you will have raving fans wearing raving eyewear.



CO30502



ITALY
L'AMY / CANALI

This handmade men's luxury eyewear launched this year with 18 ophthalmic and 15 sunglass models, 19 acetate and 14 metal. All sunglass lenses are Zeiss, and each sunglass style offers one in polarized. Dual-hinged, non-rocking Viscottica/OBE hinges are used, and the Canali logo script C plaque signature is inset on every temple tip.

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SF2170



ITALY
MARCHON / SALVATORE FERRAGAMO

The new Salvatore Ferragamo Men's Capsule collection combines modern design and elegance in a range of sunglasses and optical styles that reinterpret vintage-inspired shapes and classical frames in smooth acetate and shiny metal. Each model is enhanced with exclusive contrasts and refined accents ranging from striped motifs and transparent effects to the iconic *Double Gancini* detail.

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