

ONE SIZE DOESN'T *fit all*

WHETHER PETITE OR ROOMY, MANY FRAMES TODAY COME IN MULTIPLE SIZES TO FIT ALL FACES.

Fitting patients who don't fall into the "one-size-fits-all" category doesn't need to be challenging for you – or frustrating for them. More and more eyewear companies offer specialty fit frames, from petite and extended size to "global" or "universal" fit to meet the needs of every customer.

TC CHARTON



GLOBAL FIT



KENMARK EYEWEAR
VERA WANG V428

Designed to fit various ethnicities, global fit eyewear is now commonly available. Styles from Guess by Marcolin feature enhanced nose pad height, a flared nose pad design and a narrower distance between lenses, as well as less lens curvature of the frame front. From FYSH by WestGroupe, model I-3954 has an adjustable nose pad height that is made to fit both lower or minimal bridges as well as high cheekbones.

"A special fit collection must have colors, styles, materials and shapes to fit anyone," said Debby Bauer Robertson, an optician at Colonial Eye Care in Williamsburg, VA. "In today's market, there are many choices to make and because everyone is unique, so should their eyewear."

Responding to a need to make eyewear properly fit the facial characteristics of Asian

wearers, TC Charton produces both ophthalmics and sunglasses for men and women. Kenmark Eyewear's alternative fit line is wider and less curved with adjusted nose pads and built-up bridges. Luxottica offers global fit frames in Burberry's The London England Collection and The Versace Manifesto line, and Alternative Eyewear's Global Fit collection comprises six models without nose pads to fit those with low profile bridges. Two BCBG global fit styles from ClearVision Optical, Aisha and Lilah, have built-up acetate nose pads that allow frames to sit higher on the face.

Models in MODO's Global Fit collections add pad arms onto the bridge for a more comfortable fit on the nose. Four Global Fit designs have been added to the company's Paper-Thin Acetate collection and three to its Metal Core Acetate line.

Corvin Li, OD, owner of CorVision Optometry in Fremont, CA, said he has always looked for versatile brands to offer patients, whether they are alternative fits



LUXOTTICA
VERSACE VE 3254



MARCOLIN
GUESS GU2652

with extended nose support for shallow nose bridges or extended sizes with good quality and a variety of styles.

"We definitely go out of our way to mention special sizing for patients," he added. "We've gone out of our way to look for options for them, and we're proud to show our patients everything we have to offer."

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EXTENDED SIZE



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Extended size options are aplenty, giving patients the right fit and comfort without a style sacrifice.

Alternative Eyewear has two extended fit collections: Gridiron for men and Grace Queen for women.

Modern Optical's GB+ line for women has 20 models while its B.M.E.C. collection comprises 75 styles for men.

Inspects USA's Caterpillar ophthalmics for men are constructed of stainless steel fronts with Ultem temples and feature an extra-long temple fit, modified eye and bridge sizing, plus a specially adapted endpiece for more room.

"A good special fit collection is a line where we can fit a patient, male or female,

with a good eye size and temple that will not leave a mark on the side of their face," said Angela Villareal, office manager at Family Eye Care Optometry in Lemoore. "We try to style the patient in the size that best fits their face. A patient can walk out of our office feeling good and looking good in their glasses!"

Costa's Seamount 201 and Ocean Ridge 101 ophthalmic models offer roomier fits. In sunglasses, Ray-Ban Wayfarer Classic and Clubmaster Classic from Luxottica are both available in larger sizes.

Zyloware has three men's collections of larger sizes. Shaquille O'Neal, Stetson and Randy Jackson. From Tura, extra large frames in its Geoffrey Beene collection aren't short of style, all while providing a perfect fit in eye size 57 to 60, with wider PDs and bridges and longer temple lengths. Marchon has two extra large Columbia models: C3015 available in extended size 59 and C107SM in extended size 61.

PETITE



L'AMY
AMERICA
ANN TAYLOR
FOR
PETITE TYATM 0701

"Petite women know exactly who they are," said Barry Santini, an optician at Long Island Opticians in Seaforth, NY. "They are tired of being shown kids frames or limited editions!"

WestGroupe's Klik! Denmark line is made especially for men and women with smaller face sizes. L'AMY America's Ann Taylor Petite collection offers women chic, modern styles, and Ogi Eyewear has petite frames for both men and women: The 9232 model from its Evolution Collection is an unmistakable feminine cat eye; the Seraphin Warwick for men features a key-hole bridge and dual pin detailing.

In the last two years, Eyeworks in Elkins,

WV, brought in petite sizes, which has benefited adult women who are tired of having to purchase a children's frame with "stars and hearts or kittens," said Belinda Coberly, lab and optical manager.

Zyloware Eyewear offers smaller sized models in several collections, including Via Spiga, Sophia Loren, Daisy Fuentes and Leon Max. ClearVision's BCBG and Ellen Tracy lines offer smaller frames with contemporary designs.

"I think about the woman who shops in the petites section at a department store; she knows a frame looks too big," said Barb Gorzycki, office manager at Gailmar Eye Center in Munster, IN. "We have had specialty sizes for many years, and our opticians usually select frames for patients. We have such a large variety, and the opticians don't even have to mention size."



WESTGROUPE KLIK! DENMARK



OGI EYEWEAR
SERAPHIN WARWICK

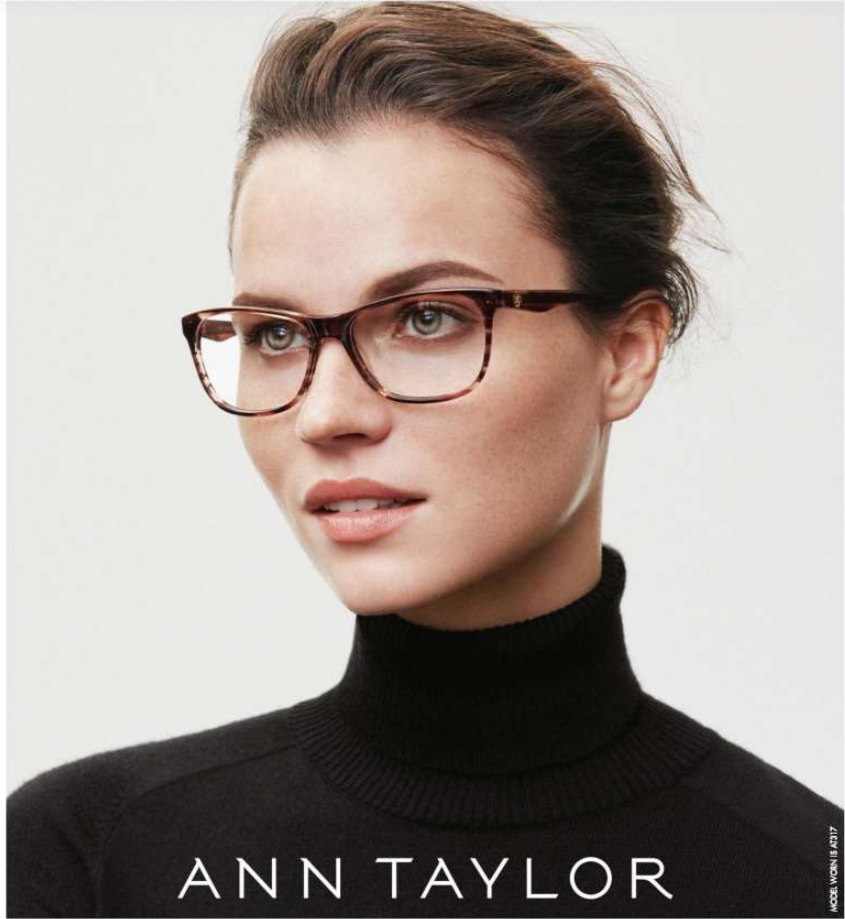


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From the Publisher.

WINNERS and Losers

The difference between winners and losers is how they handle losing. Let's face it: you're not going to win every time. An effective leader must be resilient because no one can win all the time. The pitfalls and troubles that come with owning and operating a business are immense. As the old saying goes, "If it were easy anyone could do it." The fact of the matter is that it is not easy. It's far from it.

Entrepreneurs must be willing to fail and try again — to learn how to come back after setbacks and, most importantly, to avoid making those same mistakes time after time. The last several years have tested our management skills, as disruptions and setbacks seem almost common — even among the most successful companies.

Resilience, according to Webster's, is the ability to recover from change or misfortune and become successful again. This resilience is the ability to adapt, and it builds confidence in those leaders willing to get back up and try again. Successful people will tell you they've learned more from their failures than their successes. (See "Embracing Failure is the Key to Succeeding," page 14). To quote Dale Carnegie, "The successful man will profit from

his mistakes and try again in a different way."

The adversity we deal with generally falls into two categories: circumstances outside our control; and those roadblocks we put in our own path. While the first category is literally outside our control and might include more business than we can handle due to the end-of-the-year rush to use PSA accounts, for example, or a downturn due to economic cycles, what about those factors actually in your control? What about the self-inflicted wounds?

One common regret of business owners is that they failed

employee's training, they are likely to pursue opportunities in companies that do offer educational programs.

After you ask yourself, "What if I train my employees and they leave?" Follow that up with, "What if I don't train my employees and they stay?"

Marketing is another line item that is an investment, not an expense. Marketing and advertising generate sales and sales leads, and you would have significantly less business without them. Sometimes, new trends like social media stop us in our tracks. You might wonder if it's just a fad or a lasting change

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to view a specific line item as an investment rather than an expense. Investments involve a temporary outlay of cash or time. Good investments generate returns over and above the initial cost. For example, some business owners don't invest in employee education and training. They can't afford it, or they are concerned that once properly trained, the employee may leave for a different, higher paying job. The irony here is that if you don't invest in your

worth the investment of time and money. Let your past experiences guide your decisions to help you make better choices.

Entrepreneurs take calculated risks. They view mistakes as learning opportunities. When they fall, they may feel sorry for themselves for a few minutes, but they pick themselves up and begin again with new perspectives.

Here's hoping you learn from your mistakes...and they're not too big! *



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