

INVISION

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NOTES ON A  
DECADE

OUR DREAM  
OPTICAL

HIGHS, LOWS,  
& EVERYTHING  
IN BETWEEN

THE 10TH ANNIVERSARY ISSUE

ANNIVERSARY ISSUE

## HOT SELLERS

BRAND RESULTS ON PAGE 19



## ANN TAYLOR

The Ann Taylor Petite ATP923 sunglass is part of the collection's Made Green segment of sustainable styles from L'Oréal America. It is a glamorous, oversized sun for smaller faces available in three colorways, Black Tortoise, Dark Rose and Tortoise Crystal (shown), all with polarized lenses. MSRP: \$98

For men, the **NIKE** 7125 in Mineral Spruce. This frame sells out the day that we get it in. For women, **KATE SPADE** HANA in all colors are a huge hit! In sun, the **ANN TAYLOR PETITE** ATP923. This hexagon shape has been wildly popular in our office. *Stephanie Plagge, Primary Vision Care, Mount Vernon, OH*

**SALT**. Artie in color Matte Ocean, easy and fun frame we sell to both men and women. For sun, the **MAUI JIM** Lele Kawa in grey stripe! Flies off the shelf! Great style with just enough wrap and great matte color. *Gayle Bergholtz, Capital Eye, Austin, TX*

**OTP** 132 in color S215. I have it and sell it off my face. In sun, the ladies love the **GUESS** sunglasses. They fit so nice, lightweight, and not crazy expensive. *Frances Ann Layton, Eye Associates of South Georgia, Valdosta, GA*

**TURA**, **SILHOUETTE**, and **LOZZA ARTE** glasses, **SERENGETI** suns. *BJ Chambers, Carrera Optical, McQueeney, TX*

**OVVO** suns, lightweight and cool colors. *Kathryn Collins, OD, Kissel Eye Care, Lititz, PA*

**COSMOPOLITAN** and **DANNY GOKEY** glasses; **POLAROID** and **WILEY X** suns. *Billy Isgett, Eyecare of Florence, Florence, SC*

One of the most unique frames to hit the market in a while with a price point anyone can afford is the **RACHAEL ROY** Icon in Snow. Beautiful and just different enough to raise eyebrows! *Chris A. Clark, Advanced Eye Care Optical Shoppe, Panama City, FL*

**PRADA**, **GUCCI**, **ST. LAURENT** glasses. The styles, oh my! Sun goes to **RAY-BAN**. Stylish and affordable. Win, Win. *Amy Frost, Logos Vision, East Brunswick, NJ*

**TOMATO** glasses. So. Many. Kids. *Nikki Griffin, Eyestyles Optical and Boutique, Oakdale, MN*



## MARIE CLAIRE

The Marie Claire MC6292 is a ladies' full rim plastic frame in an uplifted rectangle with metal temples featuring a lattice pattern from New York Eye. It is available in two colors, dark tortoise and wheat (shown). MSRP: \$157

Each issue, INVISION surveys ECPs around the country about which vision products are selling best in their stores/practices. Then we calculate the results and share them with you to give you a gauge of front-line sales activity across the United States. To take part, go to [invisionmag.com/brainsquad](http://invisionmag.com/brainsquad).

incredibly even across almost all brands. But I'll highlight **NIFTIES**. It's usually not our highest seller any given month but is now our best-selling for multiple months for petite faces and small fits. Great styles, great colors, good price point. And great petite sunglasses. *Jen Heller, Pend Oreille Vision Care, Sandpoint, ID*

**TOM DAVIES** glasses, the colors and the fits just work for my clients. In sun, the **AMERICAN OPTICAL** Lucinda. *Jennifer Yarden, Sights and Shades, Canandaigua, NY*

We just added **ETNIA BARCELONA** so the whole clinic is excited. *Jami Kulpinski, Eye Clinic of Wisconsin, Wausau, WI*

**MARIE CLAIRE** 6292 in Wheat. It fits well on multiple face shapes and complements most skin tones. Great price, too! **DIFF** suns are flying off the shelves! They are stylish and affordable. *Colby Spivey, Vision Center South, Dothan, AL*

**KLIK** glasses, such a classy and fun line for smaller frames. We carry men's and women's styles. *Anna Kirby, Kittery Optometric Associates, Kittery, ME*

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