



PRODUCTS

ECPs Share their Best-Selling Collections for June 2024

Sales across the board were a mixed bag with no real standouts but independent brands did cor



Published 5 days ago on August 11, 2024
By **INVISION Staff** *INVISION JULY-AUGUST 2024*



Each Nina Mûr frame is handcrafted to order in Madrid using sustainably sourced birch wood from Finland and comes with a recycled leather case and microfiber cloth. The Maribel sunglasses are shown here in Eastern Blue/Sand Yellow in soft matte with gold temples and clear round Italian acetate temple tips. Part of the Constellations collection, it features CR39 Carl Zeiss Sunlens. \$495



ØRGREEN was our best seller in June! Definitely because of the quality construction, clean lines, and unique colors. Nina Mûr's Maribel sun! Fully customizable, sustainably produced, gorgeous design, what more do you need? — KELSEY BREDICE, A PROPER VIEW, WINSTON SALEM, NC



Every pair of L.A. Eyeworks glasses is characterized by a bold shape, imaginative handling of materials, and impressive use of color. Handmade in Japan, it is available in five colors: Dragonfly, Flaxy, Lavandula, Peat Bog (shown), and Saturn Stone. \$420

The **L.A. EYEWORKS** Sea Ranch and the **MOSCOT** Lemtosh. — SARAH MARTINEC, SPRINGDALE EYE CARE, WESTERN SPRINGS, IL

- **The MOREL** family of optical frames, along with **JAGUAR** and **TOM FORD**. — DEB JAEGER, EYE CENTER OF THE DAKOTAS, BISMARCK, ND
- **MODO** glasses and **INVU** suns. — THEODORE SEES, OD, ROCKFORD FAMILY EYECARE, ROCKFORD, MI
- **CALVIN KLEIN** and **AIRMAC**. We have great success with magnetic clips. — KATHRYN COLLINS, OD, KISSEL EYE CARE, LITITZ, PA
- It was a really even spread ophthalmically, something like a six-way tie ... Is this a sign that I've finally nailed it as far as "what the people want"?? — JEN HELLER, PEND OREILLE VISION CARE, SANDPOINT, ID
- **TOM DAVIES** and **CATCH LONDON** glasses. The new designs are great. In sun, intrigue, a small batch classic collection. — JORDAN FLITTER, PARIS WEST OPTICAL, BALTIMORE, MD
- **ISAAC MIZRAHI** glasses. — BEV TOMAS, HOLLAND FAMILY EYECARE, EAST STROUDSBURG, PA
- **GUCCI** in both. — DANIELLE DONIVER, HERITAGE OPTICAL, DETROIT, MI
- It was such a mix. June was kind of terrible. — AMY FROST, LOGOS VISION, EAST BRUNSWICK, NJ

Top-selling vision brands in June

Eyeglasses

Modo (3), Eco (2), Elle (2), Kate Spade (2), L.A. Eyeworks (2), Lafont (2), Morel (2), Nike (2), Ray-Ban (2), Scott Harris (2), Tom Ford (2)

Sunglasses

Maui Jim (11), Ray-Ban (9), Oakley (3), Fysh (2), Kate Spade (2)

*These are brands mentioned by multiple Brain Squad members when asked what sold well in June. Join at [invisionmag.com/brainsquad](http://www.invisionmag.com/brainsquad).

- **VERA WANG** glasses and **Hobie** sunglasses; they're such a great price, we're able to discount for second pair sales. — PATTI RICHARD, FAMILY EYE CARE, NORTH ANDOVER, MA
- **SCOTT HARRIS** in a variety of colors for opticals. — JOANNE LARSON, OD, PALMER FAMILY EYE CARE, EASTON, PA
- We have done great with **NIKE** for the men, they really like the sport designs. For women, **ANN TAYLOR** has been our go to, especially the petite sizes. For sun, Maui Jim, we can't keep them in stock and they have come out with some really groovy rimless. — JULIE URAM, OPTICAL OASIS, JUPITER, FL
- **VERA BRADLEY** and **COACH** glasses. — DAN AMYX, HILLMOOR OPTICAL, PORT ST. LUCIE, FL
- We had a sale. **BLACKFIN** was a huge seller; the value was so good. We sold through a lot of **ETNIA BARCELONA** suns. — NIKKI GRIFFIN, EYESTYLES OPTICAL AND BOUTIQUE, OAKDALE, MN

What's the Brain Squad?

If you're the owner or top manager of a U.S. eyecare business serving the public, you're invited to join the INVISION Brain Squad. By taking one five-minute quiz a month, you can get a free t-shirt, be featured prominently in this magazine, and make your voice heard on key issues affecting eyecare professionals. Good deal, right? Sign up [here](#).

RELATED TOPICS: #A&A OPTICAL #AMERICAN OPTICAL #ANNE TAYLOR #CALVIN KLEIN #CARRERA #CELINE #CHARMANT #CHARMOSAS #CHESTERFIELD #COSMOPOLITAN #COSTA #DANNY GOKEY #DESIGN EYEWEAR GROUP #ECO #ELLA&MAX #ENHANCE #ESSILORLUXOTTICA #ETNIA BARCELONA #EUROPA #FEATURED #FLEXON #FYSH #GUCCI #GUESS #INVU #ISAAC MIZRAHI #KATE SPADE #KLIJK #KREWE #L'AMY AMERICA #LA EYEWORKS #LAFONT #LILLY PULITZER #LINDBERG #LOZZA ARTE #MARCHON #MARCOLIN #MARIE CLAIRE #MATSUDA #MAUI JIM #MODO #MR. LEIGHT #NICOLE MILLER #NIFTIES #NIKE #NY EYE #OAKLEY #ONIRICO #OTP #OVVO #PRADA #PRODESIGN #RACHEL ROY #RAEN #RAY-BAN #SAFILO #SAINT LAURENT #SALT #SCOTT HARRIS #SERENGETI #SILHOUETTE #TED BAKER #TOM DAVIES #TOM FORD #TOMATO #TORY BURCH #TURA #VERSACE #WESTGROUPE #WILEY X



INVISION Staff



Since launching in 2014, INVISION has won 31 international journalism awards for its publication and website, including the prestigious Neal Award for Best Single Issue in 2019. In 2024, the publication celebrates its 10th anniversary of serving eyecare professionals. Contact editor@invisionmag.com INVISION's editors at .