



L'AMY AMERICA CHAMPION TRI-FLEX COLLECTION

Composed of five ophthalmics and four suns for adults and four ophthalmics for teens, Champion Tri-Flex comes with a three-point, self-adjusting temple-tip system built into the frame for stability, secure grip and custom fit for sports and outdoor activities. Two adult models are offered in extended sizes.

800.243.6350 LAmyAmerica.com

CUTrip



L'AMY SOUTHPORT02 / COSTA OCEAN RIDGE / SAFILO LONGFIN / SERENGETI CARD13 3687



IMAGEWEAR CALLAWAY HARTWELL



ROKA GP-1X



MARCHON NIKE VISION 7929-002

▲ SPORTY

Strong! Tough! Durable! And now, fashionable? Fashionable was never a word commonly associated with sporty eyewear years ago. Frames were thick, heavy, and limited in colors and designs. More and more sports-oriented sunglass companies have crossed over to producing fashionable ophthalmics. "I don't like that it has color." "I only want black or dark brown." "I've never heard of [insert fashion designer here]." "I'm hard on my glasses, but I've had Nike sneakers last me like 10 years." This is certainly common dialogue I've had with most men when fitting them for eyewear. Anyone will support brands they know and trust. It only makes sense that sportswear will wiggle its way into dress eyewear. Today, brands such as Nike, Wiley X, Champion and Oakley have been changing up their game and playing side by side in the industry and taking advantage of the endless array of color palettes and newer durable frame materials available. Sporty frames are not only incorporating sleeker designs and a wider variety of colors, but they also now include 180 degree or Tri-Flex (page 24) temples, carbon fiber temples and beta titanium. A frame well received by men at my dispensary is the Oakley Holbrook in all colors. Complementing prescription lenses with a photochromic product is better received as it gives them a sunglass option for indoor/outdoor use. Whether for the rugged guy, the active guy or the conservative guy, sporty frames are not just for casual wear anymore.



Marisol Rodriguez, LDO, ABOC, Optician, Oceanside, NY