

Kidz Biz 2017



Practical. Durable. Always Fashionable.

Whether adventurous, athletic, stylish, studious or all of the above, children have their own tastes and needs when it comes to their eyewear. For those in pursuit of the latest eyewear styles and technology that children of all ages will love, *Vision Monday* delivers the latest in Kidz Biz news.

With new, durable designs and colors that will appeal to boys and girl of any age, much of this year's eyewear is both practical and fashionable so that children can enjoy a range of activities without

worrying about their eyewear.

For the kids who are savvy about the latest in adult eyewear trends, some brands provide new mini-me collections that take chic, grownup styles and add fun flares to give frames a youthful twist.

Kidz Biz 2017 is a joint project of *Vision Monday* and *20/20 Magazine*.

—Sydney Scott, Contributing Editor

This Special Kidz Biz 2017 Section is supported by the following companies: Altair Eyewear, Avalon Eyewear, ClearVision Optical, De Rigo REM, L'Amy America, Lafont, Marchon Eyewear, Marcolin, Match Eyewear, Mondottica, Nouveau Eyewear and Wiley X.



With Kilter's durable materials and 180-degree spring hinge, parents don't have to worry about broken glasses during playtime.

FOR DREAMERS AND ADVENTURERS

ALTAIR EYEWEAR **KILTER**

Kilter is for the boys and girls who seek adventures, who laugh until their cheeks hurt and who dream of doing something amazing. The collection promises the ideal balance of durable frames that parents look for with the fresh, cool and colorful styles that kids love.

Made with high quality TR90 materials, the frames are soft to the touch and offer the ultimate comfort. The integrated 180-degree spring hinge makes them extremely flexible and kid-friendly. Designed for boys and girls ages 8 to 15 years old, the new Kilter styles feature rich colorations with fun pops of color on the inner frames for a bold, trendy look.

COOL. TOUGH. CUTE.

AVALON EYEWEAR **K12 EYEWEAR GENERATIONS**

Avalon Eyewear's new K12 styles consist of colorful, comfortable, durable and affordable eyewear styles for children. The collection features both fun and bold color combinations as well as timeless classics such as Pink Tie-Dye, Purple Fantasy, Tortoise/Pink, Black/Blue and Brown/Navy for kids who either want to make a statement or be subtle with their swag.

For outdoorsy, sportier children, K12 is designed with forgiving materials—including Sureflex—that will make it through any after-school activity. Whether it's paint splatter, stripes, plaid or waves, each style is made to reflect a child's personal style.

With both thin and thick frames, the K12 Eyewear Generation gives teens, tweens and in-betweens a chance to express their personality. Geared for safety and comfort through technical design, each style comes with a signature eyewear case.



The different color combinations, flexibility and overall versatility of K12 Eyewear Generations is sure to be a favorite among kids who love eye-catching eyewear.

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The colorful details and durable design of Op Kids eyewear is a perfect option for active kids who want to rock summertime vibes all year long.

SURF'S UP

CLEARVISION OPTICAL OP KIDS EYEWEAR

The Op Kids eyewear collection offers a sweet selection of popular shapes and styles, splashed with a tropical vibe. Staying true to its surfing roots, Op Kids features beach and board short inspired patterns that give a “fun in the sun” feeling all year long.

Bright colors are prominent in the collection, which includes both acetate and metal styles. The latest frames for boys and girls feature a new spring hinge technology that allows for 180-degree flexibility, providing durability and comfort while maintaining the sporty and fun flavor of the brand.

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BE AN ALL-STAR

DE RIGO REM CONVERSE KIDS



Built to stand out from the crowd as well as withstand the busy lifestyle of kids, each frame has been created using the most innovative materials, design techniques and treatments to deliver one-of-a-kind style.

Celebrating self-expression and originality, Converse Kids releases its latest collection consisting of five limited edition capsule styles. Constructed of lightweight stainless steel and boasting details such as adjustable nose pads and temple tips, each frame pairs vibrant color contrasts against a graphite metal finish to create a versatile range of ultra-cool and ultra-functional frames.

Converse Kids also debuts eight new core styles that imbue the same design features as the adult collection with a deeper exploration of color, graphic and texture. Each frame features the most innovative materials, design techniques and treatments to deliver one-of-a-kind style that is unparalleled.

Features include exciting graphic camo and etched/wood finish accents for boys, playful polka-dots and glitter details for girls and the Converse logo that has been either laser engraved, embossed or milled.

ALL-AMERICAN STYLE

DE RIGO REM LUCKY BRAND KIDS

Embodying the All-American, So-Cal spirit of the premiere denim brand, the Lucky Brand Kids collection takes note from the best-selling adult line to inspire six new styles. Imagined for the next generation of young dreamers, designers and artists, the collection fuses heritage with innovation to deliver an array of exciting mini-me designs that fuse high quality, exceptional attention-to-detail and unique finishes.

From bold colors to classic neutrals, the new collection lets kids explore the possibilities of expression and develop their own unique style. The boldly chic pastel color palette of D7o8 offers an on-trend option that is fun but not overpowering for the fashion savvy Lucky girl, while the D8o7 and D8o8 for boys incorporates vintage stonewash details in a blend of stainless steel and rich acetate for a laid-back look that is effortlessly stylish.



With an array of fashion-forward and ahead-of-the-curve design elements, every kid can find a frame they'll love in the Lucky Brand Kids collection.



ABC, 123

LAFONT POUR LES ENFANTS

Lafont Pour Les Enfants debuts an array of optical styles suited specifically for children and their unique personalities. Designed in Paris and hand crafted in France, the collection is accredited the OFG label, Origine France Garantie (Origin France Guarantee).

The newest style, ABC, is a timeless frame available in multiple sizes. The classic silhouette is ideal for young children looking up to the adult world. Adjustable spring hinges and acetate material add comfort and durability, while ABC's colors and prints suit a variety of tastes for both boys and girls gearing up for school.

For young fashionistas, TIC is now offered in multiple eye sizes. The retro inspired cat eye silhouette offers a chic option for young girls and petite faces. New gradient acetate tones and playful polka-dot temples and patterns are delightful updates to the classic style.



The colorful prints and colors of ophthalmic ABC appeal to children of all tastes, while the new TIC sizes allow even more young girls to enjoy the style of the chic, sophisticated frame.

FASHIONABLE AND FLEXIBLE

L'AMY AMERICA CHAMPION TWEENS 180 COLLECTION

L'Amy America launches seven new styles in its Champion Tweens 180 Collection, designed for the sport-minded, active youngster. All frames feature Champion's exclusive "180 degree PowerFlex" hinge system—a heavy gauged stainless steel hinge system that allows the temple to flatten into a 180-degree position to the frame front.

The frames are made of corrosion resistant stainless steel, with soft-polished handmade acetate that offers parents a strong quality-to-value ratio, and will weather the growth spurts and changing skin chemistry of the soon-to-be teenager.

The Champion Tween 180 PowerFlex offers fashion, quality and value, backed by a superior 3-year, no-fault Total Kids Coverage warranty.



With several classic styles for tweens, the Champion Tweens 180 Collection offers fashion, quality and value.



FOR THE YOUNG ATHLETE

MARCHON NIKI'S YOUNG ATHLETE COLLECTION

Nike's Young Athlete Collection provides children with eyewear designed for everyday activity from a brand they love and parents trust. Nike Vision helps to protect young developing eyes by providing quality product with equal parts performance and style.

The Young Athlete Collection features sun and ophthalmic frames in a variety of shapes, materials and colors, offering something for every boy and girl in the 6- to 14-year old age range.

New styles are available just in time for back-to-school, including new lightweight performance frames that merge sport and fashion, with unisex styles, colors and patterns that will appeal to any kid.



Designed with durability and style, Nike's Young Athlete collection looks great both on and off the playing field.

CLASSY KIDS

MARCOLIN GUESS TWEEN EYEWEAR COLLECTION

The new Guess Tween Eyewear Collection is all about functional, easy-to-wear styles. Bright, vibrant colors combined with five new modern, fresh designs are available in a range of shapes for boys and girls, from sophisticated rectangular specs to fun, cat eye inspired frames. The classy, unisex model FU9172 and the chic girl's model FU9169, are available in a wide chromatic palette.

The GU9174 boy's style features a bold, acetate brow line with refined wire rims on the lower half. The lightweight design of GU9170 and GU9173 is characterized by a combination of metal and acetate, enhanced with colorful matte and brushed finishes. This young, dynamic collection is sure to appeal to kids with class.



The Guess Tween Eyewear Collection combines sophisticated styles with vibrant colors to create eyewear with personality and flare.



COLORFUL AND TRENDY

MATCH EYEWEAR FLOAT KIDS



Float Kids eyewear uses grownup designs and adds fun details to create unique eyewear that boys and girls will love.

Kids start developing their own personal style at an early age. Who are their influencers? None other than good old Mom and Dad. Float Kids eyewear combines grownup designs with fresh, fun styling to create distinctive looks for kids to call their own.

This season's collection offers colorful, trendy eyewear that is sure to make Mom and Dad envious. KP253 is a sweet girl's style with a solid color front and sheer leopard temples with pattern wrapping around to the front.

Also for girls is style KP255 featuring a colorful camo pattern front with bright, contrasting solid color temples. Style KP254 is all about the boy with a solid color acetate front and two-tone temples with alternate color striping effect.

SNUG AS A BUG

MONDOTTICA ZOOSUG LONDON

Zoosug London's Rubber Flex Active ophthalmic collection now has six fresh styles, each in four colorways, for ages 0 to 6 that combine a comfortable fit and excellent wearability for children. Innovative flex hinges and versatile earlocks, along with a one-piece, metal-free construction, characterize this line.

The material keeps its form and stiffness so lenses stay in place during playtime. Each style comes with a detachable headband. The finish of the material is soft to the touch and hypoallergenic so that every child can feel comfortable in their glasses. The palette of primary reds, blues and greens, as well as luscious fuchsia and lilac, will appeal to the many tastes of the littlest patients.



Zoosug London's Everyday (l) and Active (r) collections are ideal for young children. The material for the Rubber Flex Active frames has been developed to keep its form so that children don't pop the lenses out, making the collection perfect for playtime.



MAGICAL EYEWEAR

NOUVEAU EYEWEAR MY LITTLE PONY



Young girls will love this colorful collection, which was inspired by their favorite My Little Pony characters such as Twilight Sparkle, Rainbow Dash and Pinkie Pie.

My Little Pony has been enchanting girls of all ages for decades with its socially relevant messages of acceptance and friendship. Sized for girls ages 4 and up, every My Little Pony frame mixes sophisticated style with the unique look and magical personality of these world-famous ponies. Girls love the colorful style and fun details of My Little Pony eyewear.

Just in time for the upcoming film, My Little Pony has released two new frames: Style Glamourous, a pink and purple frame made of a semi-translucent zyl featuring sparkling jewels on each temple, and style Awesome, a geek-chic classic with rainbow streaks on the inside temples and purple trim on the inside front.

CRUSHIN' IT

WILEY X WX CRUSH

Wiley X, Inc. has furthered its commitment to protecting the vision of today's young athletes with the introduction of its new WX Crush—the newest addition to its popular Youth Force line of Rx-ready sports eyewear for boys and girls ages 6 to 13+.

Like all Youth Force models, the frame of the WX Crush is designed to switch from spectacles to sports goggles by replacing the temples with an included adjustable elastic strap. WX Crush meets ASTM F803 Sports Protective Eyewear Safety Standards, making them ideal for young athletes participating in a variety of sports.

Comfortable and fashionable, the WX Crush is also ideal to wear for everyday activities. Wiley X offers the WX Crush in five eye-catching frame combinations that will appeal to both boys and girls, including Glow-in-the-Dark White with Green that kids will love.



Designed with a soft rubber bridge and temple tips for a secure fit, WX Crush features a comfortable fit, optimal coverage and comes in an array of bold color combinations to help kids "step up their game."