

Kidz Biz

2018



Eyewear for All Seasons

It's August and although summer is still hanging on, there's no denying that back-to-school vibe is in the air. No matter the season, kids eyewear always stands ready to help the younger, and youngest generations, express their self-confidence, playful attitudes and trendsetting personalities all at once. For those looking for the latest eyewear styles to suit kids of all ages, *Vision Monday* offers the hottest trends in Kidz Biz eyewear.

This year's styles run the gamut from durable and comfortable to

fun color palettes and dynamic shapes. The emphasis is always on practical yet fashionable as today's kids find their perfect statement-making eyewear. Kids are never too young to embrace and immerse themselves in a favorite brand or style.

So as kids enjoy these last dog days of summer and fall looms in the distance, trusty eyewear choices will always abound.

Kidz Biz 2018 is a joint project of *Vision Monday* and *20/20 Magazine*.

—VM Staff

This Special Kidz Biz 2018 Section is supported by the following companies: Altair Eyewear, ClearVision Optical, Lafont, L'Amey America, Marchon Eyewear, Marcolin, Match Eyewear, Nouveau Eyewear, Pan Oceanic, Safilo, WestGroupe and Wiley X.



Kilter's back-to-school collection features durable frames that show off trendy, vibrant and cool styles.

FOR THE YOUNG ADVENTURER

ALTAIR EYEWEAR KILTER

Kilter from Altair is a brand for the girls and boys who seek adventures and dream of doing amazing things. The collection represents the ideal balance of what parents and kids want. They're durable yet comfortable while also showcasing fresh, cool, colorful styles that kids gravitate toward.

Kilter's back-to-school collection offers new eyewear for girls that features soft pastel colorations with iridescent butterflies and feminine hues on best-selling shapes. Classic looks that are tried and true with a hint of bookish charm, along with wearable neon color pops bring a fresh twist for boys.

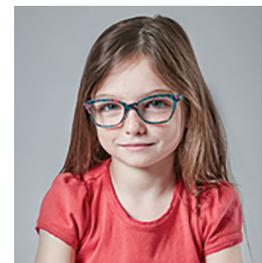
Available in a range of eye sizes and designs, this collection is aimed toward boys and girls between the ages of eight and 15 years old.

ON-TREND, MINI-ME LOOKS

CLEARVISION OPTICAL STEVE MADDEN EYEWEAR

The Steve Madden eyewear collection for kids features a range of fun, wearable and fashion-forward styles for boys and girls. The Steve Madden philosophy is about embracing your individuality, finding a look that helps express who you are, and the kids eyewear delivers with cutting-edge looks that remain playful. Created for children ages 6 to 12, the collection offers on-trend, mini-me looks that take inspiration from their adult counterparts.

Standout features include bright, eye-popping colors and contrasting temples, kid-friendly design accents such as confetti-splashed frame fronts and unique hydrographic patterns, as well as fashionable eye shapes. The collection utilizes many new lightweight metals and the designs take full advantage of new manufacturing techniques, creating a new range of material combinations. The latest Steve Madden kid's collection features five styles for boys and 10 styles for girls.



The Steve Madden collection features cutting edge looks that remain playful, such as the Boniita pictured here.



ONE-OF-A-KIND FASHION

LAFONT POUR LES ENFANTS

New for back-to-school 2018, Pour Les Enfants has released an array of optical styles suited for children and their unique personalities. Designed in Paris and handcrafted in France, the collection is accredited the OFG label, Origine France Garantie (Origin France Guarantee).

The latest optical styles, Cirque and Casimir, use premium raw materials like cellulose acetate and stainless steel for increased flexibility, strength and comfort. Featuring an exclusively designed spring hinge, the frames give kids the ability to easily remove and put on their glasses by themselves. Brightly colored patterns along with a combination of translucent and opaque acetate, bring a playful touch to each frame.

The Cowboy and Canaille styles, designed for children ages seven to 12 years old, are handcrafted from cellulose acetate and come in vibrant colors and timeless hues.



Lafont's Pour Les Enfants collection features optical styles suited for kids and their distinctive personalities.

FUN AND FLIRTY

L'AMY AMERICA NIKI NICOLE MILLER

L'Amy America debuts new styles to its Niki Nicole Miller collection for the upcoming school year. This collection features sophisticated styling for teen girls while also offering fun and flirty details. These frames offer youthful and trendy styling that allows a teen girl to express her self-confidence, playful attitude and trendsetting personality.

New styles, Oriana and Thea, from the Niki Nicole Miller collection showcase modern, easy-to-wear silhouettes coupled with splashy signature prints that are inspired by Nicole Miller's runway designs. These styles, targeted to teen girls 12 to 15 years old, offer eyewear that translates the playful personality and trendsetter in every young teen.



New Niki Nicole Miller styles, Oriana and Thea, capture the playful personality and trendsetting attitude of teen girls.



Designed with colorful and easy to wear frames, the Lacoste Junior Eyewear Collection perfectly blends aesthetic, comfort and functionality.

COMFORT AND AESTHETICS AT PLAY

MARCHON LACOSTE JUNIOR EYEWEAR COLLECTION

Lacoste has evolved its signature T(w)eens design concept to introduce new junior frames characterized by durable constructions, vibrant tones and playful finishes. This collection is designed to accompany young athletes to every game, helping them to meet the challenges of the day.

The L3627 boy's style features an updated rectangular, color blocked design with soft rubber nose pads for increased comfort and matte finishes.

The feminine L3628 girl's style features an oval color blocked design with soft rubber nose pads for increased comfort. The L3628 comes in milky neon colors.

Designed with colorful and easy to wear frames, the Lacoste Junior Eyewear Collection perfectly blends aesthetic, comfort and functionality.

NEW YORK CITY VIBE

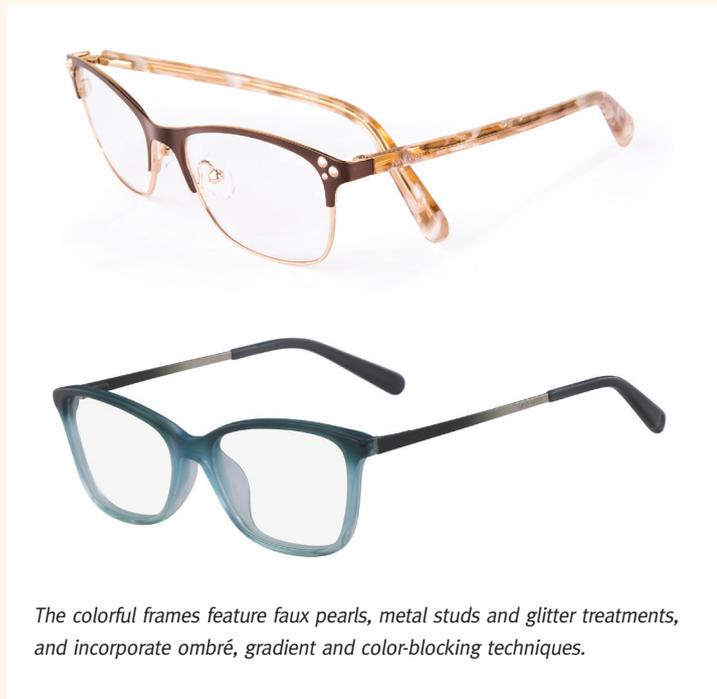
MARCHON MARCHON NYC

Marchon continues to create classically stylish eyewear inspired by the brand's New York City roots. The Marchon NYC collection pairs timeless silhouettes with subtle, modern design elements. Let your kids enjoy all that summer has to offer with Marchon NYC eyewear. With an emphasis on classic colors, the new collection is equipped to keep up with their every move.

For this season, Marchon NYC has introduced two new designs to the brand's Junior Collection. One of them, the M-Carter is a sharp, modified-square acetate frame offered in classic colorations with camouflage temple tips. Spring hinges add comfort and ease, making this style durable and ideal for movement and play. M-Carter is available in black, brown, olive and navy.



The Marchon NYC collection pairs timeless silhouettes with subtle, modern design elements.



The colorful frames feature faux pearls, metal studs and glitter treatments, and incorporate ombré, gradient and color-blocking techniques.

A YOUTHFUL APPROACH

MARCHON NINE WEST EYEWEAR

Nine West Eyewear's new optical offering designed for pre-teens, teens and petite women takes inspiration from the globally recognized contemporary Nine West brand, known for innovative, covetable and on-trend footwear and accessory collections.

This new optical assortment embraces a spirited and youthful approach while incorporating design elements from Nine West Eyewear's popular women's collection. The smaller designs span versatile, full-rim cat eye, modified rectangle and square shapes in sizes ranging from 47 to 51.

The colorful frames feature faux pearls, metal studs and glitter treatments, and incorporate ombré, gradient and color-blocking techniques in material combinations of zyl, metal and injected plastic. Additionally, as a unique and playful detail, the new optical frames also feature a small signature heart cutout on the left wearing temple as well as a laser etched Nine West logo.

THE MODERN, TRENDY TWEEN

MARCOLIN GUESS TWEEN EYEWEAR COLLECTION

The new Guess Tween Eyewear collection offers lightweight, easy-to-wear styles that play with lively color combinations for a modern, trendy style. The frames are available in a bright, fun color palette combined with youthful styling in dynamic shapes. Design elements include vibrant painted metal temples, animal pattern temple tips and tonal fronts with pops of color.

Style GU1976 features dual colorations enriched by a crystal effect which complements the frame's rectangular shape. The squared front shape of style GU1977 is enriched by a combination of color over crystal tones in acetate with coordinating metal temples in pops of colors. The iconic Guess Triangle décor highlights the frame's endpiece, taking its inspiration from the adult collection. This young, dynamic collection is ready for today's tween with a combination of colors, subtle brand detailing and youthful styling.



The Guess Tween Eyewear collection features vibrant color, dynamic shapes and trendy styling for today's tween.



CUTE, CLASSIC, COOL

MATCH EYEWEAR FLOAT KIDS



Durable yet hip, Float Kids styles are created for kids who see things their way, making finding eyewear easy and fun for kids and parents alike.

The Float Kids eyewear collection is specifically designed in styles and colors that make choosing eyewear easy and fun. Girl's styles exude colorful and cute designs while boy's looks are hip and young adult frames are classic and cool. This season's collection offers an array of trends in eyewear for kids who see things their way.

The K – 54 for girls is a cute flat metal teacup shape featured in both bold and soft pastel colorations, paired with matching star-studded sparkle acetate temples. The K – 55, a boy's flat metal style, features a nautical striping pattern on the temple hinges. Acetate temples in contrasting colors finish off this classic skipper optical style.

Sturdy and durable, Float Kids styles are carefully crafted from premium quality materials, ensuring maximum comfort, safety and durability for cool, active kids ages 4 to 16.

MAGICAL PERSONALITY SHINES THROUGH

NOUVEAU MY LITTLE PONY

My Little Pony has been enchanting girls of all ages for decades with its socially relevant messages of acceptance and friendship. Each frame combines a youthful and sophisticated style with the unique look and magical personality of the My Little Pony characters. Product designers worked to bring this eyewear collection to life taking inspiration from the colorful world of Ponies like Twilight Sparkle, Rainbow Dash and Pinkie Pie.

Nouveau Eyewear's exclusive eyewear collection features a signature "Cutie Mark" on every temple tip and design elements inspired by a specific Pony on each frame. Zyl, metal and combination designs are available. The collection features styles in a variety of shapes and colors, each fitted with spring hinges. This collection is geared and sized for girls ages 5 through 12 years old.



The collection features styles in a variety of shapes and colors, each fitted with spring hinges.



The new Minnie Mouse collection features several styles for girls including the MEE3.

COLORFUL CHARACTERS

PAN OCEANIC MINNIE MOUSE

One of the most beloved characters in the Disney family, Minnie Mouse is iconic, stylish and fun. A new collection of styles is geared toward today's young girls, featuring vibrant colors, shapes and this special collection has been developed especially for eyecare professionals.

Pan Oceanic is introducing several new Disney character eyewear collections in the U.S. and Canadian market. The company wants to create style, fun optical lines complimentary to each Disney license so that kids ages 4 to 10 can wear their favorite Disney characters in a new way.

The Fall 2018 collections will feature fun, colorful styles that are comfortable for the child to wear. Pan Oceanic is utilizing different types of design treatments, materials, hinges, and the right balance of fashion and function to infuse a sense of newness into the market.

A MEDICAL-SCIENTIFIC APPROACH

SAFILO KIDS BY SAFILO

Kids By Safilo is a groundbreaking eyewear collection for children ages 0 to 8. Designed with a medical-scientific approach, through a collaboration with the Italian Society of Pediatric Ophthalmology, and in compliance with the design guidelines of WSPOS (World Society of Paediatric Ophthalmology and Strabismus), the collection is engineered with advanced technologies and materials to meet children's needs for safety, comfort, proper fit, flexibility, stability and aesthetics.

Kids By Safilo optical frames are "100% Made in Italy" and developed in lightweight, safe and bio-based materials, free from sharp surfaces and edges. Soft rubber is molded over the internal temple and bridge, as well as high-performance polymers for the front and temples. These bio-compatible, hypoallergenic, non-toxic and washable materials guarantee the safety of the product.

Thanks to the presence of a lower bridge and the special design of the temples which provide a horizontal bend, the glasses provide stability. The enhanced design of the front and the lenses cover the children's entire field of vision, ensuring effective correction.



The collection features discreet, transparent fronts for infants and very young children and brighter, bolder colors for older kids.



Great colors and funky temple detailing make this collection a fun fashion statement for kids of all ages.

TAKING COLOR TO THE NEXT LEVEL

WESTGROUPE SUPERFLEX KIDS

WestGroupe's new Superflex Kids collection takes color to the next level. Color is the main inspiration accompanied by eye-catching details such as funky patterns, special textures, glitter elements and bold contrasts. All Superflex Kids models are constructed with spring hinges for extra durability, comfort and fit. There are eight new boy styles and 10 new styles for girls.

Superflex Kids frames are designed for both fit and fun. They are constructed with spring hinges for extra durability, comfort and fit. While form and function always come first, great colors and funky temple detailing make this collection a fun fashion statement for kids of all ages. The SFK-188 and SFK-190 feature temples laser etched in floral and geometric design while the SFK-199's temples are highlighted by 3D printing in a different vine pattern and flower patterns for a textural feel.

DURABILITY AND SAFETY RULE

WILEY X YOUTH FORCE

The new Wiley X Youth Force ophthalmic collection features frames that are fun and fashionable, as well as extremely durable. Wiley X is known for providing eyewear that meets the highest safety standards for eyewear, and these frames are no exception. All styles in the Youth Force ophthalmic line are ANSI Z87.1 rated, which means they're virtually shatterproof. All four styles come in a variety of colors and are made for kids ages 7 to 14.

The target customer is children ages who live an active lifestyle. Although they're an everyday wearable eyeglass, their safety rating means they're the safest glasses out there for your child to be wearing. They're also made to take even the toughest beating, which is great on a parent's wallet. Youth Force frames are made with spring hinges to allow for extra flexibility and there's metal in the temples so they're adjustable to fit most head sizes.



The YFBNC03 features a shiny demi frame with lilac interior temples. The YFFLP02 offers a shiny red frame and black temples.