

Kidz Biz

2019

Framing the Future

As summer winds down, the back-to-school season inevitably picks up. As kids head into another school year, parents, teachers and the students themselves all want to ensure that everyone puts their best foot forward come September. With a backpack full of sharp pencils, fresh highlighters, new books, and eyewear to help them see the board, books and their friends, kids have everything they need to tackle the new school year.

For many young students, eyewear is an essential piece of the back-to-school puzzle. The right eyewear helps kids see correctly so they can achieve their goals, but the perfect pair of frames also brings confidence, personality and fun to the every day.

This year, *Vision Monday's* Kidz Biz eyewear special feature shows just how diverse and exciting kids eyewear can be. Today's styles are dynamic, playful, and most importantly, durable, to stand up to kids' bustling, rough-and-tumble daily schedules.

As we head into the tail end of summer and the start of the school year, kids are spoiled by many choices when it comes to eyewear. And since they're never too young to express their personality through frames, there's no better time than now to take a look at what the optical industry has in store for back-to-school 2019. Remember, kids are our future—they need to see it clearly.

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

— Gwendolyn Plummer, Associate Editor

This special Kidz Biz 2019 section is supported by the following companies: Altair Eyewear, ClearVision Optical, ESE International, Lafont, L'Amey America, Marchon Eyewear, Marcolin, Match Eyewear, The McGee Group, Nouveau Eyewear/ImageWear, Safilo, WestGroupe and Wiley X



Kilter's back-to-school collection makes kids' new start effortless, fun and fresh.

FUN, FRESH AND NEW

ALTAIR EYEWEAR KILTER

Kilter's back-to-school collection for kids offers a perfect balance of fun and form, featuring styles that are durable and comfortable while still being colorful, fresh and cool. Two new styles, K5013 and K4013, in eye sizes 46 and 47 respectively, feature a sparkly frame guaranteed to make kids smile and a colorful pair that is a slam dunk. K4014, K4503, K5014 and K4504 feature colorful torts, color gradients and sporty pops of color in wearable shapes, including Kilter's first round pair. Eye sizes range from 48-50.

With a range of styles in fun shades and eye sizes, Kilter's new frames are the perfect way for kids to make a statement on their first day of school. Kilter's back-to-school collection is set to please both kids and their parents, making sure the school year kicks off on a fun, fresh and brand new start.

A FASHION FORWARD LOOK

CLEARVISION OPTICAL STEVE MADDEN EYEWEAR

The Steve Madden brand has defined itself in the fashion industry through on-trend, fashion forward looks. Within the Steve Madden kids brand consumers will find an array of "Mini Me" styles—frame designs inspired by the adult styles kids' parents would wear, but downsized to fit their smaller faces and created with fun, coordinating color designs.

For kids who already love styling their own looks, ClearVision's Steve Madden offers frames that are on trend and wearable, like Spplashed. This featured style offers a colorful acetate that shows off the brand's bold, adventurous style. With a classic silhouette, the frame brings a mature touch to kidswear, while still maintaining a splash of fun, and allows kids to show off their personality while echoing their own fashion icons.



Spplashed is a colorful acetate that upholds the bold, adventurous style of the Steve Madden brand. This classic silhouette brings a mature touch to kidswear while maintaining a splash of fun.





The collection comes in a range of sizes, and all styles have spring hinges. Cases are specific to characters, adding an extra touch of personalization to every frame.



DISNEY KIDS OPTICAL FRAME COLLECTION

PAN OCEANIC AVAILABLE THROUGH ESE INTERNATIONAL

From whimsical to classic, kids can show off their favorite character with the launch of the Officially Licensed Disney Kids Optical Frame Collection by Pan Oceanic.

The fun, magic-infused collection includes styles featuring Mickey Mouse, Minnie Mouse, Frozen, Princesses, Cars, The Avengers, Spider-Man, Black Panthers, Star Wars and many more. Each style has a series of designs which are specifically created to represent their character—some designs, like the engraved Star Wars logo, are subtle, while others, like the Spider-Man printing on the inside of the temples, are much more pronounced.

FOR THE FUTURE FASHIONISTA

LAFONT LAFONT POUR LES ENFANTS

New for back-to-school 2019, Lafont Pour Les Enfants debuts an array of optical styles suited for children and their unique personalities and tastes. Designed in Paris and handcrafted in France, the collection has been accredited the OFG label, Origine France Garantie (Origin France Guarantee). With brightly colored fronts and eye-catching patterns, Lafont Pour Les Enfants frames stand out from the crowd, and are the perfect choice for budding fashionistas.

Three frames in the Lafont Pour Les Enfants back-to-school 2019 collection, Ecole, Emile and Devinette, show off Lafont's wide range of styles and shapes that appeal to every child. Designed to be easy for a child to take off and put on themselves, these frames feature playful combinations of translucent and opaque acetate as well as stainless steel. Entrechtat, designed for the young fashionista aged 7-12, features a cat eye silhouette and sparkly accents.



Designed in Paris and handcrafted in France, the Lafont Pour Les Enfants back-to-school collection allows kids to inject a fashion forward accessory into their every day school uniform.



Sporty and secure, Champion Tweens features a three-point, self-adjusting temple tip.

FOR ACTIVE TWEENS

L'AMY AMERICA CHAMPION TWEENS

Champion Tweens' new "Tri-Flex" series offers a three-point, self-adjusting temple tip and heritage sport style. After wearers click the temple tip into its down position, Champion Tri-Flex frames stay securely and comfortably in place during most activity, eliminating the need for retaining devices. Featuring a perfect pairing of form and function, Champion Tri-Flex technology is offered in four different tween models which show off a classically sporty color palette and traditional, easy-to-wear shapes.

Combining brand power from America's original athletic-wear innovator with L'Amey America's powerful Total Kids Coverage warranty means secure-fit and comfort for tweens and peace of mind for parents, too. Champion Tweens allows active kids to get the most out of their eyewear, without compromising their on-the-go lifestyle.

NEW YORK STATE OF MIND

MARCHON MARCHON NYC

The Marchon NYC Junior collection features modern shapes and playful color combinations that are great for both boys and girls who want a fun and on-trend look. The M-7500 features vibrant colorations and a crystal-clear temple designed to accentuate the playful floral embossed core wire. The classic colorations on the M-6500 are complimented by a striped pop of color to create a fun and stylish addition to the boy's collection.

In addition to being fashionable and eye-catching, the Marchon NYC Junior collection is also durable, enabling the frames to keep up with kids' every move. Marchon NYC Junior matches kids' bold, bright and boundless energy in both design and structure, and brings vibrancy, playfulness and on-trend design to kids' eyewear.



Marchon NYC offers playful, stylish and durable frames to kids who are just as on-the-go as a busy New Yorker.



The Nike Kids collection allows young athletes to see their goals clearly, on and off the field.

FROM FRENCH CLASS TO THE FOOTBALL FIELD

MARCHON NIKE KIDS

The Nike Kids collection provides children with eyewear designed for everyday activity from a brand they love and parents trust. Nike Vision helps protect young developing eyes by providing sun and ophthalmic products with equal parts performance and style. The Nike Kids Collection brings the innovative features of the brand's adult line of performance and lifestyle eyewear to young athletes by designing specifically for the eyes and smaller face shapes of kids ages 6 through 14.

Nike's optical and sun collections are growing, just in time for the back-to-school season, including new lightweight lifestyle frames that merge sport and fashion, with gender neutral styles, colors and patterns that will appeal to any kid. The Nike Kids Eyewear Collection is designed specifically for the dynamic lifestyle of young athletes—from the classroom to the playground and beyond.

BOLD AND PLAYFUL

MARCOLIN GUESS KIDS

Fun and funky, the Guess children's eyewear collections do more than just mimic the brand's adult styles—instead, the collection is full of bold, playful frames that are easy for kids to wear and parents to love. Select styles include the GU9181 model for girls, which shows off a square silhouette in acetate that is offered in various colors mixed with glitter for a touch of glam, and the GU9183 for boys, which features a round frame front, integrated hinges and the "G" logo.

Guess Kids eyewear is trendy and fresh, without compromising on function, style or aesthetic. The fresh and kid-friendly designs allow young glasses wearers to stand out on their own and develop their individual personal eyewear style.



Guess Kids styles are fun, fresh and bold, and help young glasses wearers stand out on their own.



Match Eyewear's Float Kids line allows kids to take after their parents and ensures that their frames are durable, comfortable and safe.

TRENDY AND DREAMY

MATCH EYEWEAR FLOAT KIDS

Bringing fresh and fun styling to grown-up designs, Float Kids Eyewear is Match Eyewear's trending and colorful collection of eyewear for kids to call their own. At a very early age, children want to mimic their parents' style. Giving them the choice to follow in the fashion footsteps of their first mentors empowers kids and plays a vital role in enhancing their personality.

For 2019, Float Kids looked to "little men and fairies" for eyewear inspiration. Sturdy and durable to keep up with a young adult's active lifestyle, Float Kids are carefully crafted from premium quality materials and components ensuring maximum comfort, safety and durability for cool, active kids.

Girls' style KP259 is a dreamy style acetate teacup shaped frame that comes in colors like sand, sorbet and lilac iridescent crystal sparkle. Boys' style KP261 features dark-colored crystal striped layers with solid pops of crystal colors at the end piece and temple tips.

BOLD AND FULL OF PERSONALITY

THE MCGEE GROUP VERA BRADLEY KIDS

Vera Bradley's kids collection has a style for every activity, from camping to back-to-school. Available in popular, fun shapes and decorated with Vera Bradley's signature prints and eye-catching color combinations, these frames are the perfect way for kids to show off their personality every single day. Bright and instantly recognizable, The McGee Group's Vera Bradley kids frames are designed for both fun and function, and feature the brand's most-loved elements such as spring hinges, tri-color acetate frames and prints.

Vera Bradley's kids collection is fun, bold and full of personality. Featuring a variety of patterns, designs, materials, and shapes such as oval, rectangle, round, square and teacup, Vera Bradley has a frame for every child, in classic, modern and contemporary styles.



Vera Bradley's kids collection lets children show off their bold and bright personalities through their frames.



Betsey Johnson Girls styles are trendy, bold and full of life.

FORTUNE FAVORS THE BOLD

IMAGEWEAR EYEWEAR BETSEY JOHNSON GIRLS

The new Betsey Johnson Girls collection takes bold colors and prints to the next level. Every frame in this collection incorporates fun and trendy colors or prints on frame fronts featuring leopard, houndstooth, Havana or floral. This season's collection offers an arrangement of trends and personality pieces that will allow every girl to have something they'll feel comfortable in.

Bestie is bright and features a fun oil slick on a stainless steel frame, accented with a Betsey Johnson floral print on the temple tips with a bright pop of color on the interior. Prints Charming is a trendy leopard print overlay over clear crystal on a zyl acetate frame. This style features gold foil hearts on each frame end piece. All styles come in a variety of colors and prints made for smaller size tweens, teens and even women who need petite options.

FOR THEIR FUTURE, AND THE PLANET'S

SAFILO KIDS BY SAFILO

Kids By Safilo is designed with a medical-scientific approach to better meet the needs of children up to eight years old. The collection was developed in collaboration with the Italian Society of Pediatric Ophthalmology and is in compliance with the design guidelines of the WSPOS (World Society of Pediatric Ophthalmology and Strabismus).

The 2019 Kids By Safilo collection is enriched with new, playful color stories featuring fun and original graphics and translucent fronts which are combined with solid temples and enlivened by bright, colorful patterns. New clip-on sun-covers with polarized lenses are offered in styles SA0007 and SA0008, for seven and eight-year-olds, providing kids with benefits such as: effective correction, glare-free vision, clear contrasts, perception of natural colors, reduced eye fatigue and 100 percent UV protection.

The bio-compatible, hypoallergenic, non-toxic and washable materials of Kids By Safilo optical frames guarantee the quality and safety of the product and ensure that they are suitable for use by infants and toddlers.



100 percent made in Italy and developed in lightweight, safe and eco-friendly materials, Kids By Safilo optical frames represent a sustainable product that addresses the specific needs of children with innovation in design and construction.



Juicy Couture Teen Eyewear makes expressing yourself easy, fun, and special.

EFFORTLESSLY EXPRESSIVE

SAFILO JUICY COUTURE

Teen Eyewear by Juicy Couture, for girls between the ages of 13 and 18, infuses a fun, teen-friendly perspective into the shapes, colors and prints that make up Juicy Couture's DNA. Colorful, bold and expressive, the collection features four wearable shapes based on two best-selling Juicy Couture women's styles and two Juicy Couture girl's styles.

Embracing the effortless attitude of its Los Angeles heritage, this Teen Eyewear by Juicy Couture collection discovers the couture in the everyday, and delivers an element of surprise in all of its designs with eye-catching temple patterns that are exclusive to the Juicy Couture brand.

FOR THE JUNGLE GYM AND THE CLASSROOM

WESTGROUPE SUPERFLEX KIDS

WestGroupe's Superflex Kids line is designed for fit and fun. The frames feature flexible spring hinges that provide durability, comfort and the perfect fit, all of which allow the frames to fit right in with kids' active, busy, exciting lives.

With perfect fit comes unforgettable style, too. From funky temple detailing to flashy fronts, bold color combinations or exciting shapes, the Superflex Kids collection is made up of both metal and plastic styles that make a fun fashion statement for kids of all ages and personalities. Whether they want a bold, standout style or something a little more subdued, kids can find a frame that is durable, flexible and perfectly molded to them in the Superflex Kids collection.



WestGroupe's Superflex Kids line is comfortable, durable and made to stand out from the crowd.



Available in white, crystal grey, and black with lenses in various mirror and base shades, WX Propulsion allows water enthusiasts to show off their personality while staying active.

MAKING WAVES

WILEY X WX PROPULSION

For kids who can't get enough of the water, Wiley X's prescription ready WX Propulsion is the perfect accessory. WX Propulsion features four interchangeable nose bridge sizes, durable polycarbonate lenses, and silicon rubber eyecups to ensure a safe and secure fit. With Wiley X's replaceable lens system, swimmers can also have an optician fit corrective lenses into their goggles. The WX Propulsion also meets the BS EN 5883 surface swimming standard.

Wiley X's commitment to developing the best outdoor eyewear is unwavering. Being able to add a prescription to the WX Propulsion opens up underwater adventures to everyone from the most dedicated swimming enthusiasts to people who enjoy splashing around in the pool on a hot day.