



MARKETING NEWS

• WHAT'S GOING ON IN THE WORLD OF SIGEYE?

VM! EXCERPTED FROM VISION MONDAY — style. PAGES
Who. What. Wear. Why.

SLIM SILHOUETTES

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WEEK: Fans of Mini-Coopers, Smart Cars and the Tiny House Movement, Men who wear slim suits, women who are philosophically opposed to lugging around huge handbags, and cult members of the EDC (Every Day Carry) community.

WEEK: Nothing looks as good as skinny feels... or something like that. This week's optimistic styles are getting **slim, slim, slim**. Modern technology is to thank for this current crop of eyewear styles that, thanks to some **innovative techs and techs**, fold down to offer more slender than a smartphone. Especially compelling for men and women who get frustrated with bulky frames sticking out of their

pickers, these **optical styles** provide a handy solution for those weary looking to **streamline**.

MEN: It's all about the **Prodesign** 2999 features a matte-finish aluminum front and a hinge that doesn't fold at all; the brand's patented golf hinge turns down to open and up to close, aligning the bend of the temple with the bend in the frame for a flat profile when closed. **GEN** offers an extensive collection featuring their patented and award-winning Spin & Show temple with an integrated job[®] rotating mechanism; just twist the temple and fold down for a super slender contour perfect for breast pocket stashing—have the classic fit. The **Human** collection from Matt Visser is inspired by the idea of resurfacing technology to sportable wearers; in their Pocket Series (the PS2000 shown), they offer FlexSolid temple technol-

WOMEN: Because sometimes big things really do come in **small packages**, or at least slim ones. We are all looking to downsize in one way or another and those seeking more compact and lighter products are on the rise. Anything that helps us **reduce bulk, simplify and is pocket-sized** but is still **packed with utility** is a winner at retail and **compact frames** are no exception.

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CL-314 in Purple



CEO-V SPOTTED IN VISION MONDAY!

The **CEO-V** collection is the premiere offering when it comes to foldable eyewear for professionals. **Vision Monday** magazine recently placed the **CL-314** style in their latest round-up

of fabulously slim frame styles, noting that the double-extension magnetic security leash and the fold-flat hinge technology offer a superior compact solution for your daily eyewear.