

IN THE WORKS

Persol is working it again. The Luxottica brand, presents the second edition of *A Work of Persol*, which renews the bond between contemporary art and the eyewear/sunwear brand known for its long tradition of quality.

Launched in 2009 to celebrate the link between the creative process that originates a work of art and the unique design process for Persol eyewear, this year's program features eight new international artists. *A Work of Persol* will be composed of several subjects for print advertising on posters, in video, online (www.persol.com) and in stores. In addition, 17 works will be displayed during Art Basel 2010 in Switzerland from June 16 to 20th. Art Basel is the world's premier international art show for modern and contemporary works.

This year's artists are **Anne Hardy** of England, **Claire Healy** and **Sean Cordalero** of Australia, **Mustafa Hulul** of England, **Safer Shah** of Pakistan, **Amanda Ross-Ho** (top right) of the United States, **Guillaume Lablon** of France, **Wilfrid Almondra** of France and **Francesco Cuomo** of Italy. Each created a work that, like Persol frames, possesses substance and artisan accuracy.

Since 1917, the year the brand was established, Persol has been recognized for its artistic expression, which is the result of a special production process that takes place entirely in Italy and is based on manual skill, passion and dedication. It takes 30 days to make a pair of Persol glasses and each model undergoes scrupulous quality control tests before it is sold. —*Jackie Micucci*

Zoom In



INSPIRING EYEWEAR

The recently launched **AYA** accessories line from **Claudia Alan** Inc. features artwork by **First Nations** artist **Coerine Hunt**, co-designer of the 2010 Winter Olympic medals. The collection includes reading glasses, sunglasses, ophthalmic frames, embossed cases and cleaning cloths.

The First Nation inspired art work etched on the temples of the frames fuses nature-inspired designs with modern eyewear technology. This wearable art not only looks distinctive, but it also supports a good cause. Claudia Alan Inc. will contribute \$2 from the sale of every pair of AYA eyewear to ONEXONE First Nations School Breakfast Program. Get ready to be noticed.

—*Patricia Zabrycki*

TRUSSARDI SIGNS WITH CHARMANT ▶ Charmant Group and Italian fashion-brand Trussardi have signed a licensing agreement for Charmant to produce and distribute Trussardi ophthalmic frames and sunglasses, starting Spring/Summer 2011. Beginning as a glove producer specializing in leather goods, Trussardi has a nearly 100-year history in luxury clothing and accessories for men and women.

REVOLUTION LAUNCHES AFFLICTION ▶ Revolution Eyewear introduces Affliction Eyewear (pictured). Affliction apparel is a premiere brand of mixed martial arts-inspired lifestyles. The inspiration for the eyewear is centered on developing a line



that creatively complements the aggressive nature embodied by the live-fast lifestyle of Affliction apparel.

Affliction Sunglasses feature elaborately designed temples that use metal, Swarovski crystals and materials such as wood in addition to zyl and monel.

LIPSTICK FOR BEM ▶ Rem Eyewear introduces Lipstick Eyewear (pictured), a house brand targeted to women

18 to 45, who wear the latest trends with their own stylish twist.



Included are seven metals and three acetates offered in vibrant colors and striking patterns.

WALMAN INKS AGREEMENT WITH CALLAWAY GOLF ▶ Walman Optical has entered into a licensing agreement with the Callaway Golf Company to promote the Callaway Sunwear collection, which features the technologically advanced Neox Transitions SolFX outdoor lenses. Under the terms of the agreement, Walman will develop and distribute Callaway branded sunwear and ophthalmic fashion frames. Additionally, Walman Optical has exclusive marketing, sales and distribution rights to the Neox Transitions SolFX lens, Callaway Sunwear and the Neox Transitions SolFX lenses are launching simultaneously this month. The Callaway branded men's ophthalmic frame collection is slated for May 2010. Both lines will be distributed exclusively by Walman Optical's Imagewear, Walman Ophthalmic and Solerberg Ophthalmic divisions.

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