

*Jazzy new accessories enliven stores
as well as the people who
buy them.*

Accessories SING

By Paddy Kamen

While there's no doubt that frames and lenses are the hub of the eyewear business, accessories form an increasingly important secondary product channel that offers tremendous value to clients. Chains and cords are practical, to be sure, but many of them are also pieces of jewelry in and of themselves. Having gorgeous products like this enhances the appearance of your store and widens the customer's perception of what you can do for them.

This article looks at hot new personal accessory options in three categories: chains, cleaning products and readers. We also review retail accessories, namely display systems, an absolute must for a well-functioning store.



20/20 Accessory Source brings innovative products to the optical scene. Fusion readers are the first interchangeable-temple design readers on the market, according to vice-president of marketing, Lisa Begg. These are perfect for clients who are fashion conscious enough to want different readers for various outfits or occasions. ECPs can order the starter kit (12 frames, three of each colour), complete with a display and a separate stock of pre-powered reading lenses. "These solve the problem of the opticians needing to carry a lot of stock. The customer purchases the reader with four temples. The ophthalmic quality lenses are sold separately and are very easy for the ECP to insert," says Begg.

Bifocal sun readers, part of the GK good karma™ line, are named thus because a

portion of the profits are donated to furthering the education of children in the developing world. This rimless collection features two unisex shapes, each available in brown or black. The ultra-light and durable polycarbonate frame comes equipped with flash mirror-coated polycarbonate bifocal lenses, a custom case and cloth.

20/20 Accessory Source has also introduced the first foaming non-aerosol lens cleaner to Canada. Part of the GK good karma line, the foaming cleaner leaves no wasted spray in the air or on surrounding surfaces. It is suitable for all types of lenses and has earned the Colts Laboratories Performance Seal. The recyclable bottle is shipped in a biodegradable display box that is printed with non-toxic, environmentally friendly ink.



Stunning readers from The AYA Accessories line from **Claudia Alan Inc.** showcase original designs by First Nations artist Corrine Hunt.

The distinctive temples are etched with Hunt's nature-inspired motifs which represent the beauty and wonder of the Pacific Northwest. Partial proceeds from the sale of every AYA Accessory are contributed to National First Nations School Breakfast Program.

Each reading glass style is available in assorted powers: weak, medium and strong, and incorporates thin light weight aspheric lenses for distortion-free viewing. The lenses are also scratch and impact-resistant for increased durability. The sunglasses are created with a high quality finish injection plastics and have a frosted and engraved design.