

# HOT SELLERS

BRAND RESULTS ON PAGE 19



## NINA MÛR

Each Nina MÛr frame is handcrafted to order in Madrid using sustainably sourced birch wood from Finland and comes with a recycled leather case and microfiber cloth. The Maribel sunglasses are shown here in Eastern Blue/Sand Yellow in soft matte with gold temples and clear round Italian acetate temple tips. Part of the Constellations collection, it features CR39 Carl Zeiss Sunlens. \$495

→ **ØRGREEN** was our best seller in June! Definitely because of the quality construction, clean lines, and unique colors. **NINA MÛR's** Maribel sun! Fully customizable, sustainably produced, gorgeous design, what more do you need? *Kelsey Bredice, A Proper View, Winston Salem, NC*

→ The **MOREL** family of optical frames, along with **JAGUAR** and **TOM FORD**. *Deb Jaeger, Eye Center of The Dakotas, Bismarck, ND*

→ **MODO** glasses and **INUVU** suns. *Theodore Sees, OD, Rockford Family Eyecare, Rockford, MI*

→ **CALVIN KLEIN** and **AIRMAG**. We have great success with magnetic clips. *Kathryn Collins, OD, Kissel Eye Care, Lititz, PA*

→ It was a really even spread ophthalmically, something like a six-way tie... Is this a sign that I've finally nailed it as far as "what the people want"? *Jen Heller, Pend Oreille Vision Care, Sandpoint, ID*

→ **TOM DAVIES** and **CATCH LONDON** glasses. The new designs are great. In sun, **INTRIGUE**, a small batch classic collection. *Jordan Flitter, Paris West Optical, Baltimore, MD*

→ **ISAAC MIZRAHI** glasses. *Bev Tomas, Holland Family Eyecare, East Stroudsburg, PA*

→ **GUCCI** in both. *Danielle Doniver, Heritage Optical, Detroit, MI*

→ It was such a mix. June was kind of terrible. *Amy Frost, Logos Vision, East Brunswick, NJ*

→ **VERA WANG** glasses and **HOBIE** sunglasses; they're such a great price, we're able to discount for second pair sales. *Patti Richard, Family Eye Care, North Andover, MA*

→ **SCOTT HARRIS** in a variety of colors for opticals. *Joanne Larson, OD, Palmer Family Eye Care, Easton, PA*

→ We have done great with **NIKE** for the men, they really like the sport designs. For women, **ANN TAYLOR** has been our go-to, especially the petite sizes. For sun, **MAUI JIM**, we can't keep them in stock and they have come out with some really groovy rimless. *Julie Uram, Optical Oasis, Jupiter, FL*

Each issue, **IVISION** surveys ECPs around the country about which vision products are selling best in their stores/practices. Then we calculate the results and share them with you to give you a gauge of front-line sales activity across the United States. To take part, go to [ivisionmag.com/brainsquad](http://ivisionmag.com/brainsquad)

→ The **L.A. EYEWORKS** Sea Ranch and the **MOSCOT** Lemtosh. *Sarah Martinec, Springdale Eye Care, Western Springs, IL*

→ **VERA BRADLEY** and **COACH** glasses. *Dan Amyx, Hillmoor Optical, Port St. Lucie, FL*

→ We had a sale. **BLACKFIN** was a huge seller; the value was so good. We sold through a lot of **ETNIA BARCELONA** suns. *Nikki Griffin, Eyestyles Optical and Boutique, Oakdale, MN*



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