

COVER STORIES

# INVISION's Fall Buying Guide With 21 New Products Sure to Make Your End of Year Sales Success a Natural

With VEW and Silmo happening at the same time, we pay homage to a little-known connection between France and Las Vegas.



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## BEN SHERMAN

Ben Sherman introduces three new Fall '24 ophthalmic styles crafted from sustainable materials like biodegradable acetate and recyclable stainless steel in timeless rectangular and geometric silhouettes. With a narrower fit and spring hinges, the collection emphasizes quality, comfort, and sustainability, backed by a 3-year warranty.

[lamyamerica.com](http://lamyamerica.com)

\$173.98-\$178.95