

# INVIS10N<sup>®</sup>

# Go North...

AND YOU WILL  
FIND INVISION'S 2024  
AMERICA'S FINEST  
OPTICAL RETAILER  
WINNER

Chris  
Wheaton  
of North  
Optical  
WINNER



But you might  
be able to look  
just next door  
for one of our  
**9 Honorable  
Mentions** from  
around the  
country

# LATEST RELEASES



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## OUTDOOR ENTHUSIASM

Innovative Eyewear has launched the **EDDIE BAUER** Smart Eyewear collection powered by Lucyd. Polarized suns for optimal outdoor performance in four models, including a rimless smart eyewear design, with voice access to ChatGPT, a Bluetooth range of 100 feet, ultra-clear microphones, quadrasonic speakers, and 12 hours of music per charge. [lucyd.co](http://lucyd.co)

PRICE:  
\$229-\$249



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## EVEN MORE LUXURIOUS

The Private collection further entrenches **TOM FORD** into the upper echelons of luxury eyewear. Characterized by exclusive materials, including buffalo horn and Japanese titanium, the masterful workmanship is rendered with innovative technique and sophisticated details. (800) 345.8482, [my.marcolin.com](http://my.marcolin.com)

PRICE: \$886-\$2,400

## FEMININE FLEXYZ

To satisfy the demand for functional and fashionable kids' frames, **DEMI + DASH** expands the collection with seven new styles including clear and tortoise options, as well as its first more feminine focused styles. The expansion features translucent watercolors, glitter and textured options in the Flexyz subcollection of resilient kids' frames. (800) 645-3733, [cvoptical.com](http://cvoptical.com)



PRICE: \$150

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## PRICE UPON REQUEST AMPLÉ FITS

L'AmY America introduces new **NICOLE MILLER** YourFit ophthalmic styles for women who require a more accommodating fit without compromising modern shapes and colors. The frames offer feminine silhouettes in ample fits that are often overlooked. [lamyamerica.com](http://lamyamerica.com)



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PRICE UPON REQUEST

BAUSCH + LOMB  
**INFUSE**

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reduce spherical aberration, halos, and glare, even in low-light conditions. A thin-edge design minimizes lid interaction and aids stabilization during the eye's natural blink. [bausch.com](http://bausch.com)

## BLINK BLINK

Bausch + Lomb's **INFUSE** for Astigmatism daily disposable contact lenses, engineered with a next-generation lens material infused with ProBalance Technology and OpticAlign, are designed to help re-



PRICE: \$79

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## CAMP FIRE!

**CAMP EYEWEAR**'s limited-edition Smokey Bear capsule collection inspired by the iconic symbol of wildfire prevention features five sunglasses in rustic, vintage-inspired colors. Design details offer a nod to the retro aesthetic of Smokey Bear's '70s-era public service campaigns, like engraved wood accents, including Smokey's hat, and the tagline "Only You" engraved on the polarized lenses. [shwoodshop.com](http://shwoodshop.com)



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## MORE IS LESS

The Ludvika concept from **MOREL** is an ideal choice for men with a more minimalist taste. Simplicity with a trace of technicality, Ludvika's thin stainless-steel temples implement screwless, springless hinges available in a medium-sized square and two rectangles in large and extra-large sizes. (800) 526-8838, [morel-france.com](http://morel-france.com)

PRICE: \$349.99

## IT'S A WIN/WIN

The TK1256 is a new addition to Aspex's **TAKUMI KIDS** collection, a pint-sized frame with a style that is desirable for parents and kids alike. Kids are drawn to the vibrant confetti colors, while parents will appreciate the innovative and resilient TurboFlex hinge technology, which allows the temples to rotate 360°. (800) 277-3979, [aspexeyewear.com](http://aspexeyewear.com)

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PRICE UPON REQUEST