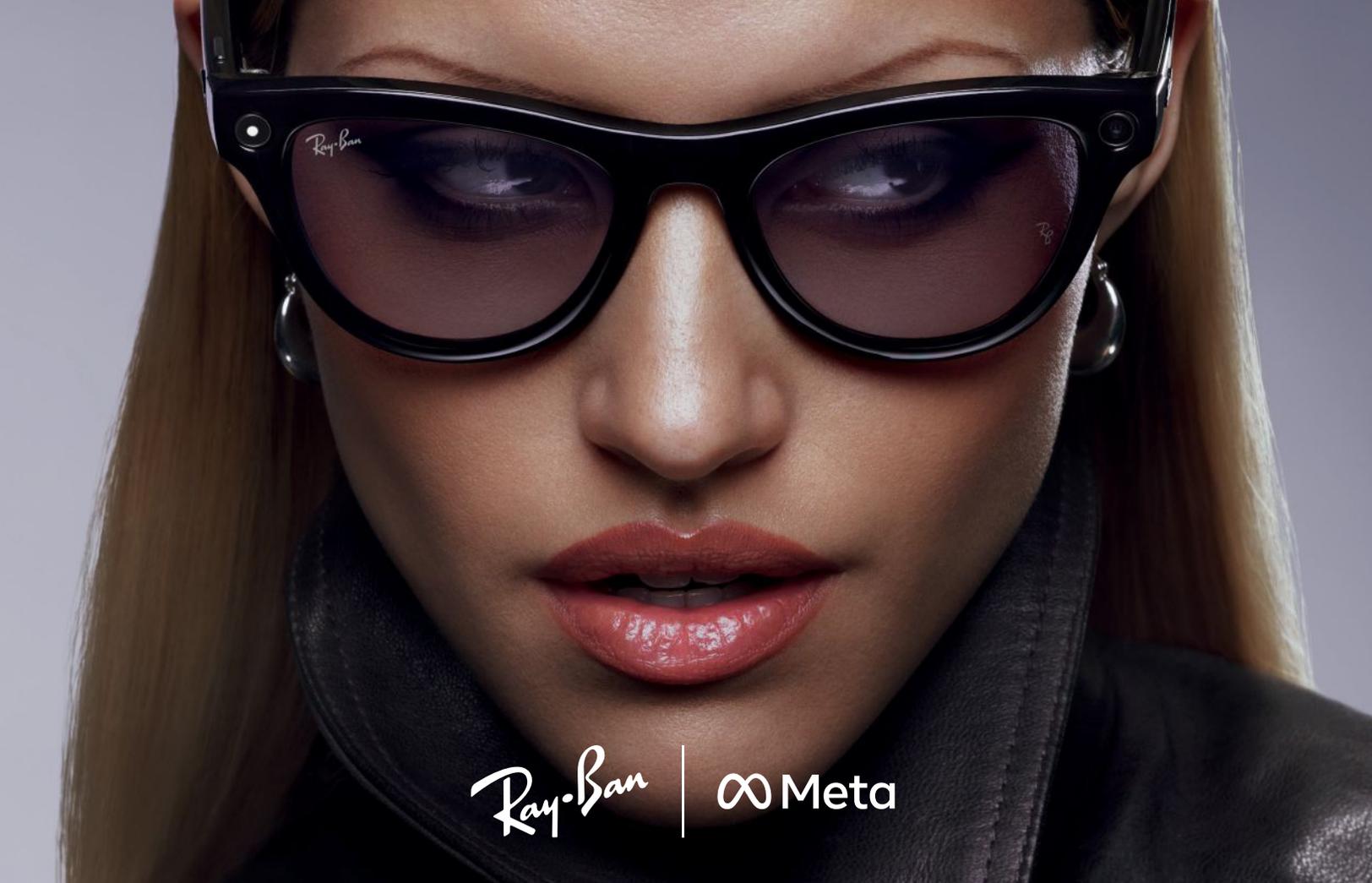


AC[®] EYE

ACCESSORIES COUNCIL MAGAZINE



SPRING 2025



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“Hey Meta...”

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2025

ACE

AWARDS

TUESDAY, MAY 6TH, 2025

THE PIERRE

2 WEST 61ST STREET

NEW YORK, NY

6:00PM COCKTAILS

FOLLOWED BY DINNER AND AWARDS

BLACK TIE

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MARCHON EYEWEAR

CALERES

COLLECTION XIIX

ESSILORLUXOTTICA

JUDITH LEIBER COUTURE

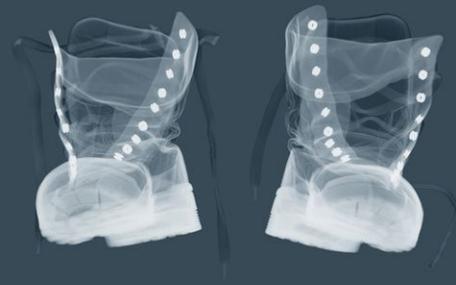
STEVE MADDEN

THE JEWELRY GROUP

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REVO | LEXUS

THE NOW SHOWCASE AND AWARDS

GONE VIRAL

VISION COUNCIL ANNUAL SUMMIT

ACCESSORIES COUNCIL MEMBERS

THANK YOU



cover ADENG @ INDUSTRY MODELS
photographed by ANDREW EGAN
hair and makeup BRUCE DEAN
Canada Goose Summit Sunglasses \$450



WELCOME



Dear Readers,

Welcome to this special edition of Accessories Magazine, Ac Eye! As we reflect on the evolution of this beloved publication, it's remarkable to think how far we've come. For over 115 years, Accessories Magazine has proudly served as "The Voice of the Accessory World." After many years under the stewardship of various trade show companies, the magazine was shuttered in 2018. However, fate had another chapter in store. In 2020, the Accessories Council (Ac) acquired and revived the publication, relaunching it as a quarterly digital magazine.

Since that time, we've continued to grow and innovate. One category in particular — optical and sunglasses — has captivated our readers. From the start, anything we covered in this realm drew high engagement and inspired conversation. This came as no surprise, considering the number of optical and sunglass brands that are proud members of the Ac. After several lively conversations with our brilliant creative director Andrew Egan, we decided it was time to dedicate an entire issue to fashion-forward eyewear. Our first optical and sun-focused issue launched in February 2024, followed by another in September. The response? Nothing short of extraordinary. Collectively, the two issues garnered millions of views and became must-reads for fashion companies and retailers alike.

So, how are we different? Our focus is exclusively on the fashion side of the optical industry. We bring stories and imagery to life with our hybrid approach: part trade publication, part consumer inspiration. Our digital format makes everything easy to shop and link, helping to drive consumer purchases. Distributed to nearly 50,000 subscribers and over 80,000 across our social channels, our reach continues to grow, thanks in part to the ripple effect of social sharing.

In this issue, you'll find Andrew's stunning photography from the beautiful beaches of Santa Barbara, captured during the Vision Council's annual summit. These breathtaking images showcase designs that will soon appear at Vision East Expo in Orlando. We also held a second shoot at our New York headquarters, the Ac Showpace, spotlighting emerging trends and exciting brands.

A special thank you goes to the Vision Council for their collaboration. Through this partnership, this issue will be shared with optical retailers across the country. We're also excited to be collaborating with Terrance Lackran of Eyecon and look forward to presenting several panels at their debut show in March.

At the Accessories Council, we remain committed to integrating optical and sun into all that we offer. As we've become more involved in this vibrant community, we've been overwhelmed by the talent, generosity, and enthusiasm we've encountered. Our mission is simple but powerful: to help increase awareness and sales for our members. With each issue, we strive to learn, evolve, and continue delivering exceptional content to our readers.

If you're not already a member of the Accessories Council, I warmly invite you to reach out and learn more about the benefits of joining. We would love to hear your feedback, story ideas, and suggestions to continue making Ac Magazine a vital resource for the industry.

Thank you for your continued support. Enjoy the issue!
Warmly,

karen x

Karen Giberson
Editor-In-Chief AC Magazine
President and CEO Accessories Council
Karen@accessoriescouncil.org
@karen.giberson



CANADA GOOSE

EYEWEAR



THE TEAM



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ACCESSORIES COUNCIL
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CANADA GOOSE

EYEWEAR



vera bradley



Style: Meade in Seurat Blue

TRINA TURK



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BOOTH P1339

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STYLE: LAUCALA IN POOLSIDE

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HARLEY-DAVIDSON
EYEWEAR

HOLLISTER

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Timberland

TOD'S
EYEWEAR

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EYEWEAR

WEB
EYEWEAR

VIVA
eyewear

ZEGNA

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V
S
O
I
I
N

EYEWEAR IS IN SIGHT. IT'S TIME
— RIGHT HERE AND RIGHT NOW —
TO LOOK AHEAD.

CANADA GOOSE X MARCHON

NEW FRAME OF MIND

PHOTOGRAPHED BY ANDREW EGAN

HAIR AND MAKEUP BRUCE DEAN

With the resurgence of sport-centric eyewear and the growing importance of multi-functionality in frame design, Canada Goose — a renowned premium outerwear brand — is launching its inaugural collection of eyewear with Marchon for the coming season. Designed to perform in any environment, this SS25 line seamlessly blends innovation, style, and sustainability — key pillars of Canada Goose’s legacy. With 18 sun and 23 optical designs, the collection is centered around premium frames crafted from cutting-edge, eco-conscious materials.

“Eyewear is a natural extension of our commitment to exceptional quality and performance,” said Carrie Baker, president of Brand and Commercial, Canada Goose. “Our first-ever collection combines timeless design with innovative craftsmanship, offering versatile styles that reflect our heritage while meeting the demands of modern life. With a focus on style, functionality, and sustainability, this collection is designed to inspire confidence and provide protection, wherever life takes our customers.”

Classic elements from the brand’s celebrated outerwear line, including the iconic disc logo and reflective detailing, appear throughout the collection. The frames feature bio-based and recycled Acetate Renew, a trademarked plant-based resin, and lightweight titanium, reinforcing Canada Goose’s dedication to environmentally responsible craftsmanship. The collection also includes low-bridge-fit frames for added comfort and inclusivity.

Gabriele Bonapersona, chief brand officer at Marchon Eyewear, Inc., shared enthusiasm about the collaboration. “We are thrilled to introduce the Canada Goose eyewear collection, bringing performance-luxury frames to our portfolio. With sustainability at the forefront of design, alongside innovative solutions for materials and lenses, we are confident that consumers will be excited about this offering.”

Canada Goose eyewear will be available at select optical retailers, department stores, Canada Goose boutiques, and online at canadagoose.com and eyeconic.com.



OUR COVER STYLE:

FRAME FOCUS:

GC25600S SUMMIT \$450

Bold, functional, sustainable

—SUMMIT sunglasses redefine performance and style.

The GC25600S SUMMIT is built for versatility, seamlessly transitioning from high-performance activities to everyday wear. Crafted from sustainable plant-based resin, this innovative wrap style combines eco-conscious design with unmatched durability. Removable temple pieces are interchangeable with elastic bands, creating a dynamic, sporty look for outdoor adventures.

Engineered with Sideris lenses, the SUMMIT provides enhanced color clarity, ensuring optimal vision in any environment.

Comfort and practicality are prioritized with rubberized nose pads and anti-slip temple tips, while the signature Canada Goose disc logo adds a timeless touch. Available in four matte hues, SUMMIT offers a powerful statement of grit and sustainability — perfect for those who live life on the move.





WHITE HOT

THE BOLD COLOR DEFINING THIS SEASON'S EYEWEAR TRENDS

White is making a bold and sophisticated statement in eyewear. From our striking cover shot to the captivating images throughout this issue, white emerges as a commanding color choice that redefines modern eyewear trends. Symbolizing purity, confidence, and a clean slate, white evokes a sense of timeless elegance. It's a color that stands out in its simplicity, allowing wearers to express individuality without overpowering the overall look.

The resurgence of white frames in optical and sunglass collections is undeniably linked to runway influences. Designers across the globe have embraced white as a canvas for creativity, pairing it with sharp silhouettes and minimalist aesthetics to amplify its impact. Whether inspired by the stark beauty of winter landscapes or the crisp tailoring seen in fashion collections, white frames feel effortlessly chic and universally flattering. This season, white commands attention — it is powerful, elegant, and the essence of style.



Germano Gambini Edie Latte \$595
Opposite
MCM MW002 \$320 DL



Guess GU00163 21B \$161
Opposite
L.A.M.B. LA593 B0N \$193

model
ADENG at THE INDUSTRY
hair & makeup
BRUCE DEAN
using
Mac Cosmetics
Living Proof Hair Care





CLIFF HANGERS

SOMETIMES IT'S NOT WHAT YOU SEE, BUT WHAT YOU ARE GOING TO SEE. SOLID GRANITE ACCENTED BY SHADES OF FOAM AND SAND BRING ELEGANT WAVES OF MUTED TONES INTO FOCUS HERE. THE EXCITEMENT IS HIDDEN IN CALM MESSAGES THAT SUIT THE FACE AND FRAME THE VIEW. IT'S AN EXTREMELY WEARABLE DESIGN SENSIBILITY, ONE THAT TURNS ITS ATTENTION TO LUXURY, GLAMOUR, AND A STRONGLY FOCUSED APPEAL.

ARTIST AND MODEL MALAIN GIURA PHOTOGRAPHED BY ANDREW EGAN
HAIR AND MAKEUP RODRIGO SALLES FOR SHUKI ZIKRI

Quay Current Mood \$85
Sol & Mer Embroidered Medallion
Topper with Neck Tie \$78
Opposite
Oakley QNTM Kato \$328
Robert Graham Beige One Piece
Swimsuit \$178
Vince Camuto Solid Shimmer Wrap
\$38





Vince Camuto Garden Blooms Poly
Oblong Scarf \$28
Germano Gambino Crystal RS6 \$595
Opposite
Vince Camuto Solid Shimmer Wrap \$38
Trina Turk Barbuda in Ivory
Robert Graham Beige One Piece
Swimsuit \$178





FYSH Eyewear 2118
Opposite
Coco and Breezy Storm \$249
Steve Madden Fancy Gold Sparkle
Open Shawl Cardigan Size One Size
Fits All \$58



Italia Independent Bond \$190
Vince Camuto Solid Shimmer Wrap \$38
Ala von Auersperg Kathe Cotton Dress in
White Pique \$650
Opposite
Draper James DJ7065







Longchamp L0780S
Lala Vie Ashley Tank \$120
Opposite
H Halston 2005 Eyeglasses \$135





Germano Gambini Mask 1 Glass \$595
Robert Graham Beige One Piece Swimsuit \$178
Sol & Mer Embroidered Medallion Topper with
Neck Tie \$78
Opposite
Vysen NS-3





FOCUS ON FORM

SUNGLASSES AND ROCK 'N' ROLL
— TWO FORCES THAT SHARE AN
ELECTRIC PULSE. IT'S THE SWAGGER
OF JAGGER, THE GRITTIENESS OF PEARL
JAM, THE DEFIANCE OF COBAIN FOR
A NEW GENERATION. FROM SHIELDS
AND SPORT-INSPIRED SHAPES TO
AMPED UP CLASSICS, THESE FRAMES
CHANNEL ATTITUDE AND EDGE.
DESIGNED FOR THOSE WHO DEMAND
TO BE SEEN EVEN WHEN THEY'RE
GIVING SHADE.

TIAGO CARVALHO
PHOTOGRAPHED BY ANDREW EGAN
GROOMING BY BRUCE DEAN



Maui Jim MJ0680S \$299
Opposite
Silhouette Midtown \$400



Oliver Peoples R-6 \$390
Opposite
Ray-Ban Zuri Bio-Based \$237



Adidas Originals OR0121 21Z \$233
Opposite
Oakley Encoder \$276







Puma PU0481S \$159
Opposite
Tom Ford Zappa FT1173 \$550

model
personal trainer
TIGAO CARVALHO
@ozzie_fitness

grooming
BRUCE DEAN
using
Mac Cosmetics
Living Proof Hair Care





SMOKEY EYE

FRAMES THAT STEAL THE SCENE

PHOTOGRAPHED BY ANDREW EGAN

Step into the world of eyewear where bold designs meet a playful haze of imagination. This season, creative director Andrew Egan set the stage for an eclectic showcase of sunglasses and optical frames — with a twist. A smokey backdrop adds an air of mystery, drama, and just the right amount of whimsy to highlight these stunning styles.

Think of it as a fashion fog machine on a mission: to accentuate the curves, colors, and charisma of eyewear that's anything but ordinary. In this playful fusion of fashion and fantasy, smoke dances around each frame like a theatrical co-star, never upstaging but always enhancing. Whether anchored in sleek minimalism or maximalist flair, these designs promise to elevate any look from “meh” to magnificent.

So, breathe it all in — figuratively, of course — and step into a world where style is always in focus and the only thing smokey is your sense of adventure!

STATE Thompson, Hazel Indigo \$378
Opposite
Cult Gaia Jaya Sunnies \$525



Morel Lisa 4 in PT19 \$299
Opposite
Tyche & Iset Double Down in Sequoia \$259







Ray-Ban Wayfarer Deluxe \$191
Opposite
Anwuli Eyewear Nkem





Kate Spade 35J3X / KS VIVI \$194
Opposite
Max Mara Spark6 MM0124 \$275



SELIMA SALAUN

visionary
designer
and
optical
historian

PHOTOGRAPHED BY ANDREW EGAN
HAIR AND MAKEUP BRUCE DEAN

Selima Optique is a globally-renowned eyewear brand founded by Selima Salaun, a trailblazer in the optical industry who is known for her innovative approach to design and her passion for craftsmanship. Based in New York City, Selima Optique is celebrated for its unique blend of French sophistication and bold, artistic flair. The brand offers both modern designs and an extensive archive of vintage frames, making it a go-to destination for eyewear enthusiasts, celebrities, and fashion-forward individuals seeking something special.

Selima's expertise stems from her French heritage and background in luxury optical design, which she brought to the U.S. when she opened her first boutique in Soho in the mid-1990s. Known for her meticulous attention to detail, she creates frames that are both stylish and functional, often incorporating bold colors, unexpected shapes, and avant-garde elements.

Beyond her retail success, the designer has become a legend in the optical industry, not only for her designs but also for her commitment to preserving the artistry of eyewear. Her personal collection of over 50,000 vintage frames is a testament to her passion for the history of eyewear, serving as a source of inspiration for her work and a treasure trove for vintage eyewear aficionados. With her creativity and entrepreneurial spirit, Selima has established herself as one of the most influential figures in the world of eyewear design.



1990s Playboy Sunglasses



TIMELESS APPEAL

FROM THE VAULT: SELIMA'S VINTAGE FRAMES REDISCOVERED

Step back in time with a curated selection of real vintage frames from the extraordinary archive of Selima, an optical icon and last year's Ac NOW prize winner at Vision East Expo. With a collection spanning over 50,000 frames, Selima's treasure trove is a testament to her legendary status in the eyewear world. The Ac team had the privilege of diving into her archive to uncover a stunning assortment of vintage frames that remain as vibrant and relevant today as they were decades ago. Each piece holds a unique story, blending rich history with timeless style. These frames are not just accessories — they're living artifacts, connecting the past to the present in a way that's undeniably chic and endlessly inspiring.



1974 Silhouette Futura 564 Limited Art Sunglasses
Opposite
1974 Silhouette Futura 527 Limited Art Sunglasses



1970s Courreges Futuristic Mask
Sunglasses
Opposite
1970s Brigitte Bardot Oversized
Babette



1989 Alain Mikli 318101 Smoking
Rhinestones
Opposite
1974 Silhouette Futura 571 Limited Art
Sunglasses





1998 The Gianni Versace
sunglasses
Opposite
1989 Alain Mikli 3199 Vintage
Sunglasses

model
FLETCHER at THE INDUSTRY
hair & makeup
BRUCE DEAN
using
Mac Cosmetics
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MAÏSSA TOULET

art is
no
small
thing



Stepping into the vibrant archive of sunglasses and optical frames at Selima Optique in SoHo, New York City, is a sensory delight. Among the curated collection of eyewear artistry, there was one discovery that truly captivated us: a tray filled with the most whimsical and exquisitely detailed frames we had ever seen. These enchanting creations, the work of Paris-based artist Maïssa Toulet, may not be wearable, but they are certainly art. With their intricate designs and playful sensibility, these frames are impossible to overlook.

Toulet, born in 1974, is an artist whose creative universe extends far beyond the realm of traditional eyewear. Her designs reflect her broader artistic practice, one that draws from the surreal world of curiosity cabinets and transformed objects. Her pieces which range from small objects d'art to small sculptures, invite





viewers to immerse themselves in a miniature world where imagination reigns supreme.

In an interview with the celebrated blog Messy Nessy, Toulet spoke candidly about her artistic process. From her Paris studio, which she affectionately refers to as her “artist’s cave,” Toulet transforms everyday objects into surreal assemblages. She hosts open-door events, where the public is invited to explore her creative environment and perhaps take home a piece of her universe. “When people look at my work,” she explained, “they often ask, ‘Which flea market did you find these strange bearded mermaids?’ But of course, I didn’t find them anywhere. I make molds of everything I collect and reinvent them entirely.”

Toulet’s fascination with Americana kitsch and miniatures traces back to her discovery of Joseph Cornell’s shadow boxes when she was just 12 years old. Inspired by his surreal dreamscapes, she began constructing her own scenes using found objects, toys, and ephemera. Yet it wasn’t until she turned 30, after a career as a teacher, that she fully embraced her artistic calling. Today, her creations are carefully arranged “miniature museums,” where each object holds a purposeful place, contributing to the overall tale.

The frames displayed at Selima Optique echo the same spirit of storytelling. Whether adorned with delicate flora, playful animal figures, or intricate patterns, they transform eyewear into a celebration of individuality and artistic expression. These frames offer a window into Toulet’s whimsical world, where the ordinary becomes extraordinary.

For those eager to experience the magic of Maïssa Toulet, her work can be explored further on Instagram @MaïssaToulet.





CHICAGOLAND

CHICAGO IS BOLD RATHER THAN COLD WHEN IT COMES TO EYEWEAR. THINK STURDY AND MODERN COLORATIONS, UNIQUE SHAPES, AND DRAMATIC ON-FACE STATEMENTS. THIS IS EYEWEAR THAT EMPHASIZES THE PERSONAL IN PERSONALITY AND IS AS TIMELESS AS THE CITY ITSELF.

PHOTOGRAPHED BY NICO AND MARISSA ROSELLIER,
UN-TI-TLED CREATIVE AGENCY

Matsuda
10605H





L.A.M.B. Optical
LA595

Opposite
Jean Lafont Paris
Monaco







Barton Perreira
Quannah

Matsuda
M1033

Opposite
Barton Perreira
D. Ellis



Matsuda
M3121

Blake Kuwahara
BK1018

Opposite
Barton Perreira
Amaya



SUNSET SPARKLE

CHIC SHADES WITH A TOUCH OF GLAM

ARTIST AND MODEL MALAIN GIURA

PHOTOGRAPHED BY ANDREW EGAN

HAIR AND MAKEUP RODRIGO SALLES FOR SHUKI ZIKRI



Toccin Lana Evening Gown Dress \$995
Dolce & Gabbana DG2319 \$630



The golden glow of a Santa Barbara sunset danced across the waves as our radiant model Malain stole the scene. With the evening light sparkling behind her, she showcased Vision East's most dazzling eyewear styles — frames that shimmer with just the right touch of glam. Perfect for special moments but versatile enough for everyday wear, these chic styles offer a hint of sparkle that keeps the spotlight on high beams.



Rimmel RMLOP20
Opposite
Jimmy Crystal by A&A Optical JCS500
Steve Madden Krista Dress White \$159







L.A.M.B. Optical LA596 CRY \$275
Steve Madden Krista Dress White \$159
Marilyn Monroe Convertible Pave Stud
Earrings \$80
Opposite
L.A.M.B. Optical LA593 BON \$275
Steve Madden Krista Dress White \$159
Marilyn Monroe Convertible Pave Stud
Earrings \$80

Swarovski SK6038 \$637
Marilyn Monroe Convertible Halo
Stud Earrings \$70
Opposite
Jimmy Choo JC05034BU \$320







Toccin Kristen Sequin Sculpted Dress \$1,095

Lacoste L6056S \$236

Marilyn Monroe Convertible Pave Stud Earrings \$80
Opposite

Germano Gambini Mask1 Glass \$595

Marilyn Monroe Convertible Pave Stud Earrings \$80





Eco Active Sunglasses Levi \$95
Opposite
Swarovski SK1024 \$238





Michael Kors MK1164 \$218

Opposite

Anna Karen Karisson The Butterfly \$1,790



DOUBLE TAKE

FROM ANY ANGLE,
ANY VANTAGE POINT,
THERE'S NO DENYING
THE POWER OF
EYEWEAR. SHOT ON
THE BEACHES AND
STREETS OF SOUTHERN
CALIFORNIA, THESE
FRAMES BRING A
SOCAL SO COOL
ATTITUDE — ONE THAT
SPEAKS TO STYLE,
CREATIVITY AND
THE UNIQUE ABILITY
OF EYEWEAR TO
DEFINE, RATHER THAN
DOMINATE, A LOOK.

PHOTOGRAPHED BY
NICO AND MARISSA
ROSEILLIER,
UN-TI-TLED
CREATIVE AGENCY



LIFEGUARD
OFF-DUTY
NO HAY SALVAVIDAS
TRABAJANDO
EMERGENCY TELEPHONE 911
TELEFONO EMERGENCIA
KEEP OFF





FLAVIA - ARTIST - LOS ANGELES
OUTREMER BY LAFONT

CARLOS - ARTIST/BARBER - SANTA MONICA, CA
BLAKE KUWAHARA



YARO - TATTOO ARTIST - VENICE BEACH, CA
RASCASSE BY GRACE DE MONACO

RUNNER - MANHATTAN BEACH, CA
NKEM BY ANWULI



PRUATIA



STAND
NO. 1
NO. 2
NO. 3
NO. 4

AVE



BARELY THERE

THE RISE OF RIMLESS FRAMES

Rimless eyewear is experiencing a resurgence in popularity. Celebrated for their lightweight design and minimalist appeal, rimless styles are the ultimate face-forward design.

Modern iterations of these nearly invisible frames are pushing the boundaries of traditional aesthetics, offering edgy designs that cater to contemporary tastes. Incorporating colored lenses, unique hinge treatments, and etched temple pieces into rimless styles adds a bold, fashion-forward twist. This fusion of subtlety and daring innovation makes rimless a truly versatile accessory, seamlessly blending classic elegance with modern flair.

Silhouette Titan Minimal Art
Highlight \$490
Opposite
TJN Emblematic S 01 \$80



Montblanc MB0412S \$490
Opposite
Iron Paris Ulysse €785





accessorEYES

AND WHY NOT PAIR
GEMS AND JEWELS WITH
FRAMES THAT CARRY THE
LOOK FORWARD? FROM
PEARL AND RHINESTONE
ENCRUSTED BROWS
TO TEMPLE ARMS
DRIPPING IN GOLD, THE
CONNECTION BETWEEN
OPTICAL AND JEWELRY
HAS NEVER BEEN
MORE PRONOUNCED.
AFTER ALL, EYEWEAR IS
JEWELRY FOR THE FACE.

PHOTOGRAPHED BY
ANDREW EGAN
HAIR AND MAKEUP
BRICE DEAN





Tura TE295 \$595 (link Tura where to buy)
Bracelets RJ Graziano
Opposite
Harley Davidson - HM00005 \$99





Anna-Karin Karlsson 24KT Eagle
Frame from Selima Optique
Opposite
Tom Ford Zappa FT1173 \$550
Nanis LIBERA Icon Statement Gold
Necklace Chain \$28,230
Nanis Chain Earrings

model
ADENG at THE INDUSTRY
hair & makeup
BRUCE DEAN
using
Mac Cosmetics
Living Proof Hair Care



ECO-CHIC

THE STYLISH REVOLUTION OF SUSTAINABLE EYEWEAR

Sustainability is not a buzzword — it's a movement shaping the future of eyewear. This season, consciously designed frames are leading the charge, proving that style and responsibility can go hand-in-hand. From reclaimed ocean plastics to recycled metals and biodegradable acetates, eyewear brands are embracing innovative materials and cleaner production methods to reduce their environmental footprint. These efforts highlight the industry's shift toward a greener, more ethical approach to fashion, without compromising on design or quality. Ac Magazine celebrates this eco-conscious evolution by showcasing how "green" can be effortlessly chic. These designs redefine what it means to be trend-forward, offering pieces that not only look great but also align with a greater mission to protect our planet. As more companies take bold steps toward sustainability, they're proving that doing good and looking good is no longer mutually exclusive — it's the new gold standard.





Gucci GG1839S \$1,740
Opposite
Ermenegildo Zegna EZ5297 \$450





all EYES on the RUNWAY

SPRING/SUMMER 2025

EYEWEAR IS MAKING A UNIQUE VISUAL STATEMENT, WITH A BALANCE OF RETRO INFLUENCES AND FUTURISTIC INNOVATIONS. DESIGNERS ARE EMPHASIZING BOLD FRAMES, AVANT-GARDE SILHOUETTES, AND LUXE MATERIALS, PUSHING EYEWEAR TO BE BOTH A PRACTICAL AND FASHION-FORWARD ACCESSORY.

IMAGES - SPOTLIGHT BY LAUNCHMETRICS



UMA WANG

OTTOLINGER



KENT CURWEN



MOSCHINO





PRADA



FERRARI

VICTORIA BECKHAM



ANDREADAMO



MOSCHINO





SAINT LAURENT



LACOSTE



VAQUERA

KEY TRENDS

OVERSIZED FRAMES:

Both **square** and **rounded frame** styles offered maximum coverage and a nod to 70s and 80s glamour.

Saint Laurent's eyewear leaned toward sharp, square-shaped frames in black, embodying minimalist power and authority.

FUTURISTIC SHIELD STYLES:

Ferrari and Lacoste showcased **wraparound shield designs**, perfect for those seeking athletic and functional eyewear with a high-tech edge.

These shield glasses often featured mirrored or gradient lenses, adding an aerodynamic feel.

COLORED LENSES & TINTS:

Playful, lightly tinted lenses appeared across multiple shows, including Vaquera and Moschino. Hues ranged from soft amber and pink to vivid blues and greens, lending a fun, youthful vibe.

These lenses were often paired with neutral or clear frames to create a subtle color pop.

GEOMETRIC & AVANT-GARDE SHAPES:

Hodakova and Ottolinger took a conceptual approach with **irregular frame shapes**, incorporating asymmetry and sharp edges.

Hexagonal and triangular frames disrupted the traditional design language, inviting a bold take on eyewear styling.

RETRO CAT-EYE & AVIATOR VARIATIONS:

Victoria Beckham and Prada featured modern takes on **cat-eye frames**, often with sleeker, elongated edges and metallic accents.

Aviator-styles were present in lighter, slimmer constructions, giving a vintage feel without heaviness.

MATERIALS

ACETATE & RECYCLED PLASTICS:

Many designers used **luxurious acetate** in both **solid and tortoiseshell patterns**, particularly in oversized designs and the sun category.

There was also a noticeable inclusion of **recycled or eco-friendly materials**, reflecting a broader commitment to sustainability.

METAL FRAMES:

Saint Laurent and Prada highlighted **minimalist metal frames** in silver and gold finishes, maintaining elegance with ultra-thin construction.

MIXED MATERIALS:

Eyewear from Vaquera and Hodakova displayed **hybrid designs** that mixed metal and zyl, achieving both contrast and durability.

DETAILS

EMBOSSSED LOGOS & BRANDING:

Many frames included **discreet branding** on the temples, especially those from high-end luxury houses like Louis Vuitton.

TEXTURED FRAME FINISHES:

Some frames played with **matte vs. gloss finishes**, offering tactile contrast in design.

CRYSTAL & EMBELLISHMENT ACCENTS:

Several collections used **crystals, studs, or metallic accents** to accentuate high-fashion frames for evening or statement wear.

CREATIVE DIRECTION

Eyewear this season is designed to elevate everyday style, reinforcing the narrative of **individuality and bold expression**. Whether through dramatic shields or whimsical tinted lenses, the direction leans toward **optimistic futurism** and **retro-modern hybrids**. Eyewear is positioned not just as a functional item but as a key focal point of fashion storytelling, reflecting the wearer's confidence and unique personality.

inSIGHTful

AUTHENTICITY, CREATIVITY, AND PARTNERSHIPS BASED ON TRUST

BRING EYEWEAR INTO FOCUS AT RETAIL

BY KRISTEN SPINA

Eyewear trends are helping to shape growth in the accessories market as brands continue to emphasize the importance of authenticity, fit, and creative interpretations of fashion and functionality. From the resurgence of minimalism to the power of sport optics, the eyewear category is standing firm as an innovative and influential entity on the global stage.

It's clear that optical is making its mark. From the runway to the street, it is a standout accessory; one that has seamlessly transitioned from "necessary medical device" to the ultimate style statement. And while the relevance of this category is reflected in the dominance of established trade shows — both in the US and overseas — alongside a growing list of industry events, including The Loft (March 13 - 15), EYECON (March 14 - 16), Eyeball Palm Springs (which was in January) and a host of smaller regional shows throughout the year, nowhere is its strength more apparent than in its ability to define someone's look, personality, and fashion sensibility.

The trends taking shape in 2025 are rooted in a hint of nostalgia and a shift into minimalist design elements. Consumers are increasingly showing their enthusiasm for designs that are stepping away from random embellishments in favor of a design ethic based in confident and studied clarity. Frames that complement rather than overshadow faces and eyes are getting the knowledgeable nod at retail. This general trend

is in sync with broader themes in the realm of clothing and accessories. While quiet luxury may have had its moment, it is undeniable that the understated approach has left an enduring mark on how consumers think about fashion.

UNDERSTATED AND THOUGHTFUL

As patterns shift away from oversized logos and excessive detailing, frames are sizing down. The difference is subtle — it's perhaps best described as a shift from supersize to medium, rather than outright small. Unique designs are carrying trends forward, often through the creative interpretation of shape or the addition of unexpected detailing, like etching and engraving on metal. In addition, the historically sedate look in frames has been tortoise and black. The next step will be variations on these traditional colors — including horn and marbled looks. Designers, including Jeff Press of Press Eyewear, are pointing to the fact that a segment of the eyewear-wearing population is ready for uniqueness and interesting materials like beautiful buffalo horn and natural woods more now than ever before.

Retailers agree. "Our clients are lately very sensitive about having their own unique glasses. Now, this does not mean they want outrageous one-of-a-kind pieces, but they do want an investment piece that acts as their signature look," said Katelyn Rogerson, OD and managing partner at Eyes on Hudson, a specialty retailer in Dobbs Ferry, NY. "We do our best to keep

Vint & York Bellissimo \$299
Thierry Lasry DayDreamy \$535
PaprDoll Hellen Highwater
Sunglasses \$79
Marlyn Schiff Large Hollow Crescent
Hoop \$62



% Selected	Adults	Gender: Male	Gender: Female	Age: 18-34	Age: 35-44	Age: 45-64	Age: 65+
Black	41%	48%	34%	42%	56%	39%	34%
Neutral tones (gray, brown)	34%	29%	39%	26%	29%	36%	41%
Metallic (silver, gold, copper)	27%	34%	21%	23%	22%	27%	33%
Tortoise (speckled dark/amber)	20%	12%	26%	15%	18%	20%	23%
Clear or translucent colors	19%	18%	20%	26%	20%	17%	17%
Two-tone or multicolor	17%	10%	24%	15%	15%	17%	19%
Bold/vibrant (red, blue, green)	14%	10%	18%	19%	16%	12%	11%
None of the above	5%	5%	5%	5%	5%	5%	4%

When purchasing new glasses frames, which of the following colors do you prefer? Select up to three. (n=1,630; MOE: 2%)

our assortment ever-rotating to reduce the chances of overlap between clients. However, our clients are also willing to pay a higher price point for limited editions knowing no one else will have their frame. We actively bring in limited edition releases from our brands whenever they are available, and brands that do only limited edition, such as Jacques Marie Mage, do very well at our shop for that reason. We actively promote that via social media and in person.”

Along these lines, there is also a renewed interest in metal and rimless frames. There’s something to be said for the fact that these styles tend to be lighter weight and more durable than zyl or even nylon-based plastics. Zyl fronts with metal temple pieces are also making a comeback as designers dip into the archives for ways to add interest.

THE INFLUENCE OF SPORT

It’s interesting to note that sport apparel and accessory trends have been influencing fashion for decades, but in 2025 the lines between high-end performance products and street style are blurred beyond recognition. In optical, shields and wraps have been steadily pushing their way into designer collections for a few years, and their impact shows no sign of slowing down. When you factor in the popularity of key sports — like Formula One and extreme skiing — the significance of sport optics is undeniable. These frames are not meant to stay on the track or in the backcountry, though they definitely can hold their own in those settings. They are designed to move effortlessly into everyday wear and provide

Charts and stats provided by The Vision Council InSights

a level of protection and a well-defined look for the taking.

And while luxury brands have made their mark here — including Gucci, Prada, and Dior — many are noting an ongoing interest in heritage brands like Vuarnet, Revo, Maui Jim and Ray-Ban.

TELLING AN AUTHENTIC STORY

Aspirational fashion branding remains an important piece of the eyewear story, though what that means to the consumer is often based on their past experience, their trust in a brand’s identity, and personal factors related to demographics and spending habits.

“My customers seem to divide themselves into two groups: Ones that seek fashion and personal image advice from me. And the others who are definitely seeking out a purchase of an aspirational fashion brand, like Gucci, Tom Ford or Prada, to name a few,” said Barry Santini, optician and owner of Long Island Opticians.

A brand’s ability to communicate a story — to speak to who they are and what they stand for — is paramount to building consumer confidence and ongoing loyalty. It’s not just the story, it’s the telling of the story and the ability to back it up with product that is on point and woven into a lifestyle and attitude that the consumer can relate to.

In line with this, Made in America continues

AT A GLANCE

92% OF UNITED STATES ADULTS WEAR SOME FORM OF EYEWEAR

TOTAL MARKET VALUE FOR 2024 IS \$68.3 BILLION

IN 2024 THERE WERE 64.6 MILLION FRAMES SOLD FOR A TOTAL VALUE OF \$7.57 BILLION

to carry weight with consumers, though the challenges in this category will not ease in the coming years. Brands like State Eyewear, Modo, and Forall have made great strides in promoting their unique status as American-made and consumers have responded in kind.

Independent eyewear brands — those not affiliated with licensing agreements, a fashion designer, or large optical entities — are also leaving their mark on the category and influencing trends both in terms of style and innovation. “Lazare Studio from France is our newest collection, and we are so excited for it due to the on-point retro shapes, as well as the unique materials,” said Rogerson. “They designed a first-of-its kind frictionless kevlar hinge, and have reintroduced the traditional Japanese alloy yōhaku banezai as an alternative to titanium. The customer may not understand the novelty of the materials, however it is hard for anyone to mistake the beauty of the frames hand-dipped in gold, silver, and palladium — they are truly stunning pieces.”

A LOOK AHEAD

Retailers note that political uncertainties and global unrest are already influencing in-store buying habits and consumers are acting cautiously. Relationships — on both sides of the cash register — will drive sales. This isn’t a new concept, but it is one that will have deep significance going forward.

In terms of fashion direction, the ongoing move into quieter, more purposeful designs will carry the next two years. And there is no denying the fact that fit is going to be drawing more attention at retail. Just as special sizing matters in ready-to-wear, it matters in optical. This will include ramped up selections for large face frames, petite face frames, and a global fit, all of which ties into the ongoing popularity of metal and its extended capabilities for sizing

adjustments as compared to zyl and other plastics.

One final point: adjacent to the optical arena, specialty boutique owners are finding that over-the-counter readers from brands like Peepers, are adding to their bottom lines, often in conjunction with plano sunglasses. These categories are continuing to benefit from improved lens technology, higher-end components, and better construction. The indication is that over-the-counter readers and sun should continue to foster opportunities in department stores, specialty shops, and online as consumers seek well-made, well-priced options.

After all, when we think of eyewear as the ultimate accessory, there’s power in creating for people who don’t necessarily need an Rx, but who also see the value in using frames to up their game. **AC**

FRAME TRENDS 2024 | FRAME PREFERENCES

% Likely to Purchase	Gen Z	Millennials	Gen X	Baby Boomers
Round	24%	29%	19%	16%
Oval	23%	30%	29%	25%
Square	73%	71%	68%	64%
Rectangular	69%	77%	78%	73%
Aviator	33%	37%	29%	30%
Cat eye	31%	40%	26%	20%
Geometric	32%	35%	19%	17%
Wraparound	19%	27%	18%	10%
Browline	51%	47%	30%	28%
Rimless	32%	47%	49%	37%

When purchasing new glasses frames, how likely are you to purchase each of the following shapes? (n=1,630; MOE: 2%)

a meta marvel in a fast-paced world

THE ULTIMATE
EVERYDAY
COMPANION
BY KAREN GIBERSON

In today's fast-paced world, wearable tech is more than just a trend — it's a lifestyle enhancer. For those like me who are always on the move, Ray-Ban Meta sunglasses have proven to be a game-changer. I chose the **Headline** style in shiny caramel, and besides their timeless aesthetic, these shades offer so much more than meets the eye. Admittedly, I hesitated at first. Like many, I can find technology a bit intimidating, and my Ray-Ban Meta's sat untouched for weeks. However, once I took the plunge — and studied a few YouTube tutorials — I was hooked.

From that point on, my Metas became essential. Walking the dog while listening to music, taking calls on the train, snapping photos while on my paddle board, these glasses have made multitasking second nature. One standout feature I often use is **Meta AI**. It's like having a personal assistant perched on my nose. If I hear a song I can't place, I simply ask my Metas for the artist and title. When I'm jogging, the hands-free calling feature gives me extra reassurance that I can quickly call for help if needed.

The camera and audio features are equally impressive. Equipped with an ultra-wide 12 MP

lens and a five-mic system, the glasses capture exactly what I see and hear in vivid detail. It offers the opportunity to show photos and videos straight to Instagram. The audio system's open-ear design keeps me tuned into my surroundings — essential for safety — while still delivering deep bass and high volume clarity, even in noisy environments.

Controlling the glasses is easy too. With a simple voice command or touch, I can manage media, capture content, or answer calls without needing to reach for my phone. Plus, the charging case ensures that I'm never caught off guard by a low battery. It's sleek enough to fit in my bag and offers up to eight additional charges, which keeps me powered through even my busiest days.

The **Meta View** app is a great companion tool. It lets me manage my glasses, take guided tours of their features, and even add special effects to my photos and videos. As someone who hasn't fully tapped into all of the possibilities, I'm excited to explore more. And yes, I'm hoping for a sports version soon — perhaps with enhanced durability for intense workouts and adventure sports. **AC**



VGOM001 BLU \$275
VGOM002 BLK \$275
VGOM004 CRY \$275
VGOM003 GLD \$275
Opposite
Designer Victor Glemaud
VGOM002 BLK \$275



GLEMAUD X TURA



MAN OF
THE HOUR
VICTOR
GLEMAUD
REDEFINES
MEN'S
EYEWEAR

In an industry where one-size-fits-all often falls short, the Glemaud x Tura debut men's collection is breaking new ground by prioritizing inclusivity and fit challenges faced by men with diverse facial structures, including lower nose bridges, wider nasal flares, and higher cheekbones.

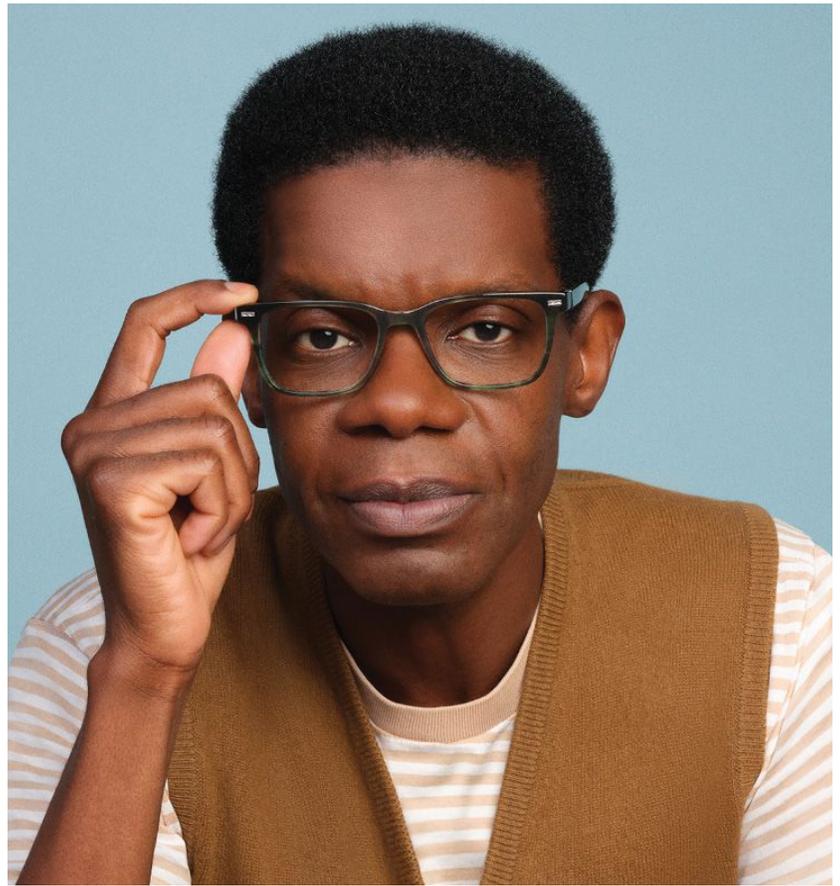
In this new collaboration, renowned designer Victor Glemaud brings his visionary touch to the world of men's eyewear with designs that ensure style doesn't come at the cost of comfort — an especially bold stance in an industry where fit is a necessary priority.

The Haitian-American designer launched his eponymous designer collection of statement knitwear, designed for all people, genders, races, sizes, and personalities, marrying comfort and style, in 2006. The eyewear collection rests on these same principles of inclusion, solidifying the brand's commitment to a diverse audience.

A seamless fusion of aesthetics and practicality, Glemaud x Tura men's eyewear showcases frames crafted from handmade acetate and detailed with luxurious, signature hardware like the Crystal V Tip and Rope Pin Rivet. The frames are designed to provide a "Forever Fit" that minimizes slipping, sinus pressure, and discomfort from prolonged wear. Each piece within the collection not only stands out with unique color-blocked elements and classic shapes but also promises all-day wearability, making it an essential for men who embrace both fashion and functionality.

Targeted toward the confident, stylish man, Glemaud's eyewear is aimed at customers who appreciate craftsmanship, curated wardrobe pieces, and the power of self-expression through accessories. The collection's DNA emphasizes the ideas of layered lux and bold urban statements creating a harmonious balance between statement-making design and refined luxury. With GXT's commitment to fit and comfort, the brand is redefining what it means to wear eyewear, turning every pair of glasses into a powerful personal accessory that celebrates diversity and style.

Ac



ASHLEY MILLS +
THE VISION COUNCIL

leadership,
vision,
and a
bold plan
for the
future



Ashley Mills, CEO of The Vision Council, is charting an ambitious path for the optical industry. With over 20 years of leadership experience, Mills has positioned The Vision Council as a unifying, innovative force. As Vision Expo East prepared to debut in its new home at the Orange County Convention Center in Orlando, Florida, from February 19 - 21, Mills reflected on the organization's mission, strategic goals, and the exciting changes ahead.

In 2024, The Vision Council's Leadership Team and Board of Directors developed a comprehensive five-year strategic plan designed to guide the organization through 2029. "Our mission is to advocate for the economic growth

of the vision industry and the success of our members,” Mills explained. This mission is rooted in promoting the value of vision while supporting a thriving community of innovators, leaders, and professionals.

Key strategic priorities include:

- **Advocacy.** Strengthening leadership across federal, state, and regulatory issues to solidify The Vision Council as the voice of the optical industry.
- **Trade Shows.** Elevating the Vision Expo experience to reflect industry needs and trends.
- **Research.** Establishing The Vision Council as the premier resource for vision-related research.
- **Community Building.** Enhancing networking opportunities to foster engagement and collaboration.
- **Educational Foundation.** Expanding consumer education and workforce development resources to ensure long-term industry growth.

“Our strategic plan is always designed to deliver exceptional member value,” Mills added.

Vision Expo East is entering a new era as it relocates from its longtime home in New York City to the Orange County Convention Center in Orlando, Florida. “We’re thrilled to bring a fresh perspective to Vision Expo East,” Mills shared. “The move to Orlando offers new opportunities to innovate and engage with our members, in a more centralized, community-focused environment.”

Presented by The Vision Council and RX Global, Vision Expo serves as a hub for eyecare providers, designers, and industry leaders. The event showcases cutting-edge trends, technologies, and products while fostering connections that drive the industry forward. “More professionals make their buying decisions at Vision Expo than at any other North American event,” Mills said.

The 2025 show will feature:

- A new pavilion for independent labs.
- A showcase for direct-to-consumer products.
- An expanded NOW Trends Showcase, complete with fashion shows on the main stage.
- A main-stage trends presentation by DONEGER-TOBE and a state-of-the industry presentation by



The Vision Council.

“We’re bringing fashion to Orlando,” Mills said enthusiastically. “From the scenic resort backdrop to the curated experiences, every detail is designed to inspire attendees.”

Revenue from Vision Expo directly supports The Vision Council’s mission. These funds are reinvested into advocacy efforts, research initiatives, and educational programs, ensuring that the industry continues to evolve and thrive. “Everything we do is about creating value for our members,” Mills explained.

The Vision Council’s Show Committee, working alongside RX Global, plays a vital role in shaping Vision Expo’s future. “The Show Committee is integral to our success,” Mills added. “Their insights help us align the Expo’s direction with the needs of our members.”

Community building is also a central focus for Mills and her team. “Relationships are critical to member satisfaction and engagement,” she noted. Over the next five years, The Vision Council will maximize networking opportunities and introduce new initiatives to strengthen industry connections.

As The Vision Council continues to advocate for the vision industry, Mills remains committed to collaboration and growth. “We’re here to support our members in achieving their goals,” she said. “Vision Expo East in Orlando is just the beginning of an exciting new chapter for the industry.”

For more information about Vision Expo East, visit east.visionexpo.com. Follow Vision Expo on Facebook, Twitter, Instagram, and LinkedIn for updates.

TARRENCE LACKRAN

the
optical
entrepreneur
redefines
luxury
eyewear
with
EYECON

Tarrence Lackran's career has been nothing short of transformative. From starting as a pharmaceutical sales rep to becoming a leading voice in the luxury eyewear industry, Lackran's journey is a testament to passion, persistence, and an eye for innovation. Now, as the founder of EYECON, a groundbreaking B2B event for the luxury eyewear community debuting in New York City next month, Lackran is set to take the industry to new heights.

Lackran's eyewear journey began with a conversation that landed him a role at Vision Expo, where he worked to recruit attendees and uncover what they wanted from the event. Despite owning just two pairs of glasses at the time, Lackran immersed himself in the world of eyewear. "I became a sponge," he recalled, learning everything from design fundamentals to industry dynamics.

He later joined the Vision Council, where he expanded his role to include event programming and launched initiatives like the "Open Your Eyes Scholarship," which supports marginalized students entering the optical industry. His leadership, particularly during the challenges of



COVID-19, solidified his reputation as a connector and innovator.

In March 2023, after years in roles that blended public relations, DE&I, and mergers and acquisitions, Lackran founded the Eyecons Agency. The firm focuses on experiential marketing and helping luxury eyewear brands create memorable consumer and buyer experiences. But EYECON, a dream since 2018, is the culmination of his expertise — a reimagined eyewear event that blends storytelling, luxury, and connection.

EYECON:

The three-day event, March 14 - 16, at The Glasshouse in Manhattan, is designed to elevate the luxury eyewear experience. "The Glasshouse is the perfect setting," said Lackran. "From the flow of the space to the floor-to-ceiling windows, every detail aligns with creating a beautiful and inspiring event."

With 30 luxury brands, including the U.S. debut of Jacquemus Eyewear and the relaunch of Solamor Paris, EYECON offers immersive brand showcases, thought-provoking panels, and networking opportunities. "This show is created for the buyers," said Lackran. "From the venue to the food to the brand experiences, every detail fosters an emotional connection to the industry."

WHAT TO EXPECT AT EYECON

- Immersive Brand Showcases: Luxury eyewear brands will create environments that tell their stories and highlight their craftsmanship.
- EYECONVERSATIONS: Panels featuring voices from luxury fashion, retail, and eyewear will explore innovation, craftsmanship, and the future of design.
- Networking & Collaboration: Attendees will connect with global designers, retailers, and visionaries in an inspiring setting.

An advisory board of industry leaders, including Gary Black of Black Optical and Julia Gogosha of Gogosha Optique, supports EYECON. "This is the kind of event our industry has been waiting for," said Gogosha.

For more information, visit www.eyecon.show or follow @eyecon.show on Instagram.

KENMARK EYEWEAR + VERA WANG

the allure of couture

A shared dedication to craftsmanship has been the backbone of the licensing agreement between Kenmark Eyewear and Vera Wang, a designer known for her timeless elegance and modern aesthetic.

The agreement, which has been renewed through 2030, grants Kenmark the exclusive rights to design, manufacture, and globally distribute Vera Wang Eyewear collections. “We are delighted to continue our nearly 25-year partnership with Vera Wang, a true icon in the world of fashion,” said Jason Wehlage, CEO of Kenmark Eyewear.

Future collections, featuring both optical frames and sunglasses, will continue to showcase the fine detailing, high-quality materials, and modern silhouettes that have been appealing to fashion-forward consumers since the collection’s launch nearly 25 years ago. Additionally, the launch of the new Vera Wang Haute line in 2024 is set to further elevate success in the luxury eyewear market.

“In an ever-evolving eyewear industry, Vera Wang’s collections

have consistently set the standard for fashion and design excellence,” said Mark Katz, EVP, Premium Fashion Vertical, WHP Global, which owns the Vera Wang brand. “We look forward to continuing this legacy, bringing innovation and sophistication to consumers worldwide.”

Vera Wang plays a pivotal role in Kenmark’s brand portfolio and the enduring collaboration is a testament to the strong partnership and shared vision between both teams. Kenmark plans to move forward, building on its legacy to foster growth and success in the years ahead.

The renewal also reflects a shared dedication to crafting eyewear that embodies the artistry and quality synonymous with both Vera Wang and Kenmark Eyewear. Laura Howard, Kenmark Eyewear director of design, sums it up best: “We’re deeply honored to continue our relationship with Vera Wang. Her artistic vision and commitment to design are unmatched, and we’re excited for what the future holds.”

AC



PAPRDOLL EYEWEAR

‘EYE DO’
find your
perfect
match

A PATENTED INVENTION HAS ITS EYE
ON FASHION DESIGNERS, INNOVATION,
AND A UNIQUE APPROACH





A pop of color. A quick change. A novel new accessory that transforms a pair of glasses from a medical device into a canvas of self-expression. With its patented PaprDoll Eyewear Appliqué, a removable and reusable decal that seamlessly recolors the surface of a frame, inventors Elizabeth Barnwell Meier and Maria Moore Barnwell are out to change your image and your relationship with your eyewear.

What led you to create PaprDoll?

MARIA: I have spent the past 18 years working in the optical industry. Thirteen of those years, I served as a vice president with EssilorLuxottica, the world's largest eyewear lens and frame manufacturer.

ELIZABETH: I am a serial entrepreneur. My initial business experience was with a VC-backed online learning website, and then I co-founded a social e-commerce accessories business, which was the initial inspiration for PaprDoll Eyewear.

What was the initial inspiration behind PaprDoll?

MARIA: I was inspired by Elizabeth's success in the accessories arena. We could see firsthand how important the role jewelry, shoes, purses, and other accessories played in expressing the consumer's aesthetic. However, they have a different relationship with their eyewear – for obvious reasons like cost and convenience, glasses have traditionally not been considered a core element of a wardrobe. Studies indicate less than 20% of people have more than one pair of glasses, while the average woman has 17 pairs of shoes (according to Runrepeat shoe ownership stats). Outside of smart eyewear and 3D-printed frames, the structure, function, material, and overall look of glasses have changed little since they were invented centuries ago.

ELIZABETH: In the past, if you wanted your eyewear to coordinate with your style, you had

to invest a lot of money in multiple pairs to have options. With our invention, that's no longer the case. You can peel and stick an Appliqué to the surface of your glasses or sunglasses, completely changing its color to match your outfit or mood.

We feel strongly that style is not just about what you're wearing, it's about a statement, your frame of mind and what you want to project to the world. We take that subtle language seriously, especially when you're talking about something that sits on your face and literally frames your eye contact with people around you.

We are dynamic beings. At one moment someone can be a champion, battling in a courtroom argument; at another, they can be a romantic, giving a wink to their date. Maybe you don't want to fall in love or fight, but you want people to know that you can. Our eyewear and Eyewear Appliqués are a tool for that — helping you say what you want to say through the language of color.

Was there a particular moment or challenge that sparked the idea?

ELIZABETH: There have been many iterations of the eyewear Appliqué, but the first was a paper cut-out attached to the brow of a pair of readers. The challenge was to create an aesthetically-pleasing adaptation to the standard glasses and to change the consumer's relationship with their glasses. We had precise criteria. It had to be beautiful and appear organic to the frame,

and it had to be weightless, reusable, durable, weather resistant, and with some degree of eco-friendliness. Our original model was to not get into the frame business. We just wanted to enhance other frames already in the market, so we had to deploy certain technical processes to create a library of Appliqués for glasses from brands like Warby Parker and Ray-Ban. And all the while, they had to be budget friendly. We think we've accomplished this with the PaprDoll Appliqué. We have since expanded and currently have a PaprDoll-branded frame collection and private label products.

How did you come up with the name PaprDoll and what does it signify for your brand?

Elizabeth: When you think PaprDoll, you think about playing dress-up, changing styles on a whim. It's fun and fashion and the name signifies choice in personal aesthetic for the fashion-conscious consumer — new choices in color, new choices in material, new choices in attitude — and, the PaprDoll Appliqué is as thin as paper and reusable.

PaprDoll Eyewear Appliqués are described as an innovative product. How so?

MARIA: From a consumer perspective, the PaprDoll Appliqué is innovative in altering how eyewear is perceived as an accessory. As Anna Wintour, editor in chief of Vogue, indicates, eyewear is a great fashion prop — we expand on that idea. From an industry perspective, our product redefines the conventional eyewear design process with the addition of novel materials, while providing a simple solution to some problems in traditional frame manufacturing like long production times, cost-effective customization, consumer choice, minimizing waste etc. We have a scalable solution.

ELIZABETH: Additionally, this is a new, versatile product for brands to include in their repertoire.



Our Appliqués can be made to match a designer's offerings season-to-season. This is a fantastic add-on sale that can be produced quickly to respond to trends — think last summer's BRAT green craze — and increase revenue while engaging with consumers.

What makes your product unique in the market?

MARIA AND ELIZABETH:

- The PaprDoll Eyewear Appliqué is a patented product that changes the surface of glasses and sunglasses with near-weightless material that looks organic to the frame. Appliqués can be made quickly for virtually any frame on the market without the need of a specific base frame. This sets us apart.
- Our product's ease of customization and scale make it attractive as a private-label product for designers and retailers. We are partnering with brands and seeking new partnerships, to create custom Eyewear Appliqués for their eyewear that complement their aesthetic or a particular collection. We quickly provide unique colors, designs and textures for innovators to choose from. We can even make Appliqués with logos and patterns. If a brand doesn't have an eyewear line currently, we do that as well.
- Overall, we provide more fashion choices with less material. We sell one frame with two or three Appliqués along with the additional option to buy many different styles. Some of our frames have 13 different Appliqué colors and designs.
- We are creating a new fascination for eyewear. We are growing the size of the market. More people will wear glasses as a key accessory in their wardrobe.

What challenges did you face in bringing PaprDoll from concept to reality, and how did you overcome them?

MARIA: We had many challenges. Initially, we invested heavily in rigid, plastic toppers to fit on top-selling glasses and sunglasses in the market. We didn't like that aesthetic. It was too thick, too heavy, same-old material and finishes. So we kept researching materials that were aesthetically pleasing, lightweight, durable, and reusable; we then had to figure out how to manufacture the Appliqué so we could scale it. As she is to many, Sarah Blakley and her Spanx journey was an inspiration for us. After a lot of trial and error, we nailed it.

Sustainability and innovation often go hand in hand today. How does the brand incorporate sustainability or ethical practices into its business model?

ELIZABETH: We are addressing this on two fronts. We have added a new bio-acetate frame to our collection made from sustainable, eco-friendly, renewable resources.

Secondly, a PaprDoll Eyewear collection with Appliqués uses fewer resources and generates less waste while providing consumers with more choices. We are taking this a step further, developing a line of Appliqués made mostly from biodegradable materials. When you consider that millions of frames are discarded each year because they're the wrong color, it's really exciting to give consumers and brands a better option.

Where is PaprDoll currently available for purchase?

ELIZABETH: Direct to consumer, retail boutiques, and through wholesale and private label sources.

Who is your target customer, and how have you connected with them to build brand loyalty?

ELIZABETH: Our target customer is the innovative brand that desires to expand



its product line while delighting the fashion-conscious consumer. Also of course, everyone who wears glasses.

Can you share any notable feedback or stories from your customers that reaffirmed your vision for PaprDoll?

Maria: The most common response is, "Wow, why didn't I think of that."

What are your short-term and long-term goals?

ELIZABETH: We want to establish new relationships and collaborations with designers, brands and retailers, while expanding into new distribution channels.

Are there plans to expand your product line or enter new markets?

ELIZABETH: Yes, to date, we have focused on women's fashion, but we are adding children's and men's (PaprDude).

Are there any collaborations, partnerships, or upcoming projects that you're particularly excited about?

ELIZABETH: We are excited to be working with an icon in the accessories industry, thanks to a connection from the Accessories Council. Stand by!

Looking ahead, how do you see PaprDoll evolving as a brand, and what legacy do you hope it will leave in the industry?

MARIA: We hope this makes eyewear more fascinating — which is good for health and good for fashion, maybe encouraging people to get their eye exams while having fun expressing themselves with a new accessory. Long-term, we would like to see the Appliqué become as routine as putting on eyeshadow or a pair of earrings.

driven to success

THE INNOVATIVE
SUNGLASS BRAND
CELEBRATES ITS 40TH
ANNIVERSARY WITH A
NEW PARTNERSHIP



The collection offers two dynamic sport styles developed in partnership with Lexus Racing and two lifestyle designs reflecting the understated luxury of the consumer car brand. Signature details, such as engraved logos and the unique DayGlow yellow of the Vasser Sullivan Championship Racing Lexus RC F GT3 race cars — which can be seen on the tracks at Daytona, Sebring, and LeMans — add a bespoke touch to each frame.

“The initial response to the Revo | Lexus collection has been overwhelmingly positive,” added Robinson. “The web launch was met with excitement, and we’re thrilled by the enthusiasm from Lexus dealers nationwide. The partnership represents a unique opportunity to connect with Lexus enthusiasts who value refined craftsmanship and mindful design, and we’re already seeing strong support across the board.”

By introducing the Revo | Lexus collection at Lexus dealerships and through experiential opportunities like the Lexus Racing events, the partners are engaging directly with customers who share an appreciation for quality and innovation. “This partnership marks an exciting milestone in our journey to continue pushing boundaries and delivering products that resonate with discerning customers,” said Robinson.



Revo, a brand that continues to build on its history of technology and innovation in the polarized lens market, is taking a bold step into its 40th anniversary by partnering with Lexus to deliver an exclusive collection of sunwear. The Revo | Lexus offering is anchored by four styles — Crafted, Spindle, Podium, and Double Stint — each reflecting the shared values of both brands.

“This collaboration perfectly captures the essence of both companies — thoughtful craftsmanship, refined design, and a focus on delivering unparalleled experiences,” said Cliff Robinson, CEO of Revo. “As we celebrate Revo’s 40th anniversary, we are proud to continue pushing boundaries and embracing exciting collaborations like this.”

Founded in 1985, Revo quickly became known as a leader in the polarized lens category, focusing on enhanced vision in a full-range of outdoor activities, including skiing, golf, boating, and driving. Revo sunglasses were first created by utilizing lens technology developed by NASA as solar protection for satellites. Now, 40 years later, Revo continues to build on its rich tradition of technology and innovation by offering the clearest and most advanced high-contrast polarized eyewear in the world. Revo sunglasses and goggles are sold globally on Revo.com and in the optical, golf and specialty channels. Revo has two flagship retail locations: Soho, New York City and Barcelona, Spain. The Revo | Lexus collection retails from \$239 to \$279.





THE NOW SHOWCASE AND AWARDS

SHINING A
SPOTLIGHT ON
CREATIVITY AND
INNOVATION



The brainchild of Nico Roseillier, founder, designer and creative strategist of UN-TI-TLED Creative Agency and in partnership with NOW advisory committee members, the NOW Trend Showcase and Awards Presentation has emerged as a significant voice on the creativity and ingenuity of optical design.

Held during Vision Expo, the NOW Pavilion — which was launched four years ago — is a uniquely curated exhibition that gives eyewear designers and brands the opportunity to showcase their best work across a number of trending categories. The 2025 NOW includes close to 300 frames on display. “We designed the NOW to be very democratic,” said Roseillier. “Big and small brands are treated and displayed equally.”

The NOW Awards, currently in its third year, are the only eyewear design awards in the US. Voting is handled via committee and while a core group of committee members carries over from year-to-year, others are rotated in and out based on their optical market insight. This year, special VIP guests, including key buyers, were invited to vote, alongside members of the trade media, including Ac Magazine editor-in-chief Karen Giberson. Awards are handed out in nine categories, including The Ultimate Accessory Award which is presented by the Accessories Council.

Award categories for 2025 include:

- Best Sunglass Award for independent and branded collection
- Best Optical Award for independent and branded collection
- Best Direct-to-Consumer (readers, blue lens, plano sunglasses etc.)
- Optical Achievement Award
- People’s Choice Award (which includes voting via QR code during)
- Best Emerging Award
- The Ultimate Accessory presented by the Accessory Council

“There are optical design awards in UK, Milan, and Paris,” added Roseillier, “but we are very proud of the fact that our awards stand alone in the US and that it is growing every year.” Previous winners have included optical icons Selima Optique (2024 winner of The Ultimate Accessory Award), former editor-in-chief of 20/20 Magazine James Spina (2023 Optical Lifetime Achievement Award), and Bars x Gogosha (2023 Best Optical Award: \$500 and above).

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GONE VIRAL

TIKTOK SHOP'S NEWEST EYEWEAR SALES TRENDS

In the ever-changing landscape of digital retail, few platforms have seen the explosive growth that TikTok Shop has achieved across a wide range of categories. With more and more brands and creators using the platform to sell directly to consumers — and because TikTok Shop is a fully immersive shopping experience — it should come as no surprise that there are opportunities here for eyewear.

Officially launched in September of 2023, TikTok Shop offers a mix of live streams and shoppable videos that can be as entertaining as they are inspiring, often enabling real people to share the brands and products they love with others. According to Charm.io, an e-commerce intelligence platform that provides retailers, sales teams, and investors with in-depth analytics on direct-to-consumer brands, from January 1, 2024 to January 28, 2025, U.S. TikTok Shop eyewear sales reached an impressive \$27,355,523. This marks a staggering 1802% (no that's not a typo) growth for the category in 2024, explained Alex Nisenzon, CEO of Charm.io.

Leading this surge are KOYO Smart Glasses, which pulled in \$2,898,777, followed by Zoravia with \$1,321,592, and Foliful Eyewear at \$1,286,559.

Bestselling products reflect growing consumer interest in smart eyewear and bundles. Bundles, in particular, have become a strategic way for brands to boost sales through a single purchase.

There's little doubt the platform has staying power even amid ongoing uncertainty about a ban in the U.S. The success of TikTok Shop has also fueled growth in the broader DTC eyewear sector. Currently, Kapten & Son, a lifestyle and accessories brand known for its sunglasses, is leading the charge with a Charm Growth Score of 93.05. This metric signifies that Kapten & Son is growing faster than 93% of other brands, driven by rising engagement on Facebook and Instagram, as well as increased web traffic.

Close on Kapten & Son's heels, with a 92.46 Charm Growth Score, is Frontline Optics, a brand catering to first responders with performance sunglasses. Yet, the most successful DTC brand in the category is Heat Wave Visual, boasting a Charm Success Score of 99.58. Known for its fully customizable sunglasses, Heat Wave Visual's success can be attributed to a highly effective social advertising strategy that continues to drive both brand awareness and web traffic.

Together, TikTok Shop and DTC brands are influencing how consumers discover and purchase eyewear. The platform's ability to connect audiences with innovative products, combined with brands' mastery of social advertising and storytelling, is creating a dynamic marketplace. As these trends continue to accelerate, it's clear that digital-first strategies are here to stay — and eyewear brands can and should be among the leaders.

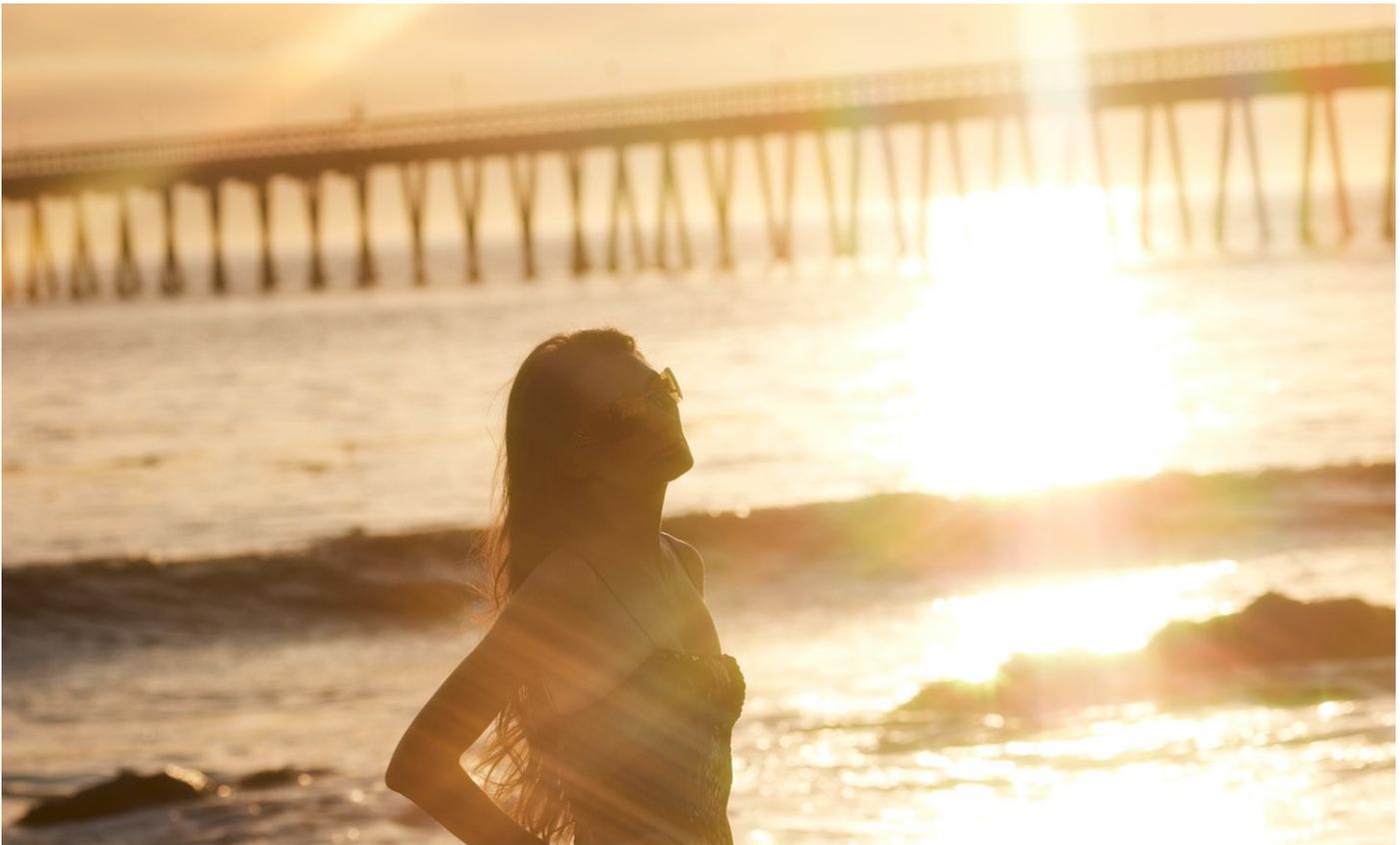
ABOUT CHARM.IO:

Charm.io uses a combination of natural language processing, computer vision, and algorithmic pattern recognition to track critical performance metrics for every direct-to-consumer brand and TikTok Shop globally. Users can track and measure e-commerce brands by key scoring metrics including the Charm Growth Score and Charm Success Score category, ad count, tech stack, marketplace, social media metrics, and more. Charm.io supports SaaS companies, retailers, marketing agencies, investors, and 3PLs with the in-depth e-commerce data they need. Charm.io is trusted by hundreds of clients worldwide including Ulta, QVC, Wayflyer, Academy Sports & Outdoors, and others.

BE PART OF THE VISION

The Vision Council brings the power of sight to all through education, government relations, research, and technical standards. A leading advocate for the optical industry, the association positions its members to deliver the eyewear and eyecare people need to look and feel their best. Scan the QR code to learn more and get involved.





VISION COUNCIL'S ANNUAL SUMMIT INSPIRES INDUSTRY COLLABORATION

1/22/25 - 1/24/25 **The Vision Council** hosted its Annual Summit at the Ritz Carlton Hotel in Santa Barbara where it welcomed 300 industry executives for a gathering focused on networking, education, and collaboration.

Outgoing chairman Scott Shapiro, executive director, industry relations at Europa Eyewear, kicked off the festivities with a sense of humor as he reflected on the group's accomplishments. Vision Council CEO Ashley Mills highlighted the Council's bold initiatives to propel the optical and sunglass industry forward. "Optical continues to hold incredible potential as it embodies fashion, health and technology," said Mills. "Both

the industry and Vision Council are poised to capture this potential and see, live and look their very best."

Keynote sessions featured an impressive lineup of speakers, including Eric O'Neill, a cybersecurity expert and former FBI operative who shared his story of uncovering espionage and provided insights into safeguarding against AI-fueled cyber threats. Generational expert Kim Lear spoke on the topic of workforce trends and leadership, Brian Beaulieu, CEO of ITR Economics, delivered actionable economic forecasting tailored to the industry, and mindfulness coach Alison Canavan emphasized the importance of well-being and energy management for professional success.

Ac Magazine's creative team was also on site photographing optical and sunglass frames for this issue of Ac Eye.

The summit combined insightful sessions with opportunities for meaningful connection and networking, including the elegant Chairperson's Dinner that celebrated industry achievements. From thought-provoking discussions to practical strategies, attendees left inspired and equipped to drive growth and innovation in the optical and sunglass market.



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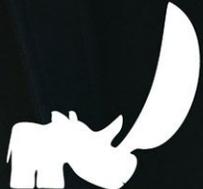
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FRANK ZAMBRELLI

THANK
YOU TO
EVERYONE
WHO HAS
MADE
THIS ISSUE
POSSIBLE

SPECIAL THANKS TO
NICO ROSEILLIER

Founder/partner of UN-TI-TLED creative agency.

Certified as a speaker for the American Board of Opticianary, Nico is an ambassador for Vision Expo at the Vision Council and is responsible for the vision and conceptualization of the NOW trend pavilion and awards during Vision Expo East in NYC.



UN-TI-TLED engages in collaboration between brands and creatives to pursue diverse projects ranging from product design to photography to comprehensive campaigns to immersive experiential show installations, and more.



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