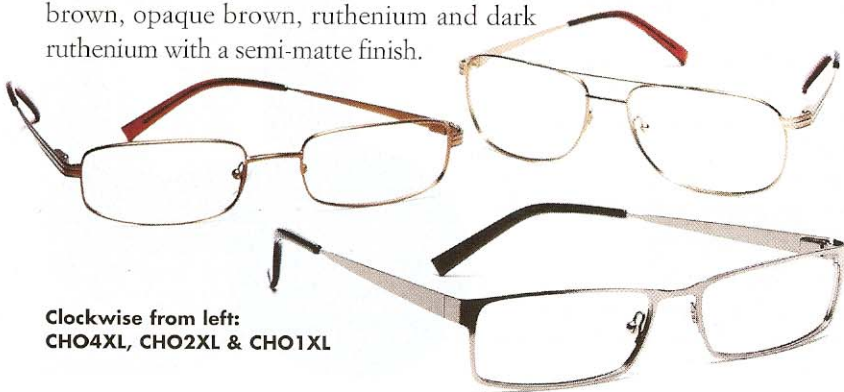


## Sàfilo: Chesterfield XL

### X-TRA SPECIAL

Sàfilo USA adds the Chesterfield XL ophthalmic collection to its Chesterfield Seyewear line. Targeted to the larger man, the XL styles are geared toward men 25 and older and—just like all Chesterfield products—feature affordable all-American styling that suits an active lifestyle. Included are four metal frames, each incorporating larger eye and bridge sizes and longer temples. Delivering both modern and classic appeal, the designs consist of rectangular shapes (one style is semi-rimless) and a double-bridge aviator. Colors include brown, opaque brown, ruthenium and dark ruthenium with a semi-matte finish.



Clockwise from left:  
CHO4XL, CHO2XL & CHO1XL

**TIP**  
Extended endpieces provide extra width, giving individuals with larger faces the option of wearing smaller eye shapes.

From left: CHO3XL & CHO4XL

**PHILOSOPHY:** "As a leader in the eyewear industry, it is imperative to recognize the needs of our customers, which is why we are very excited to be introducing the Chesterfield XL collection," says Dick Russo, Sàfilo USA executive vice president. "This collection, designed for a specific niche in the market, will offer our larger male customers a better fit and added comfort in their eyewear."

**PRICE POINT:** \$\$\$. For additional information, contact Sàfilo USA, (800) 631-1188, [www.safilousa.com](http://www.safilousa.com)

**MARKETING:** An XL logo has been designed for the collection.

### 1. OPTIMATE

#### AMADEUS AFO734

TARGET CUSTOMER:

Sophisticated women  
25 to 35

MATERIAL: Plastic

SIZE: 51/16 (135)

SPECIAL FEATURES: Stone trim; spring hinges; cases available PRICING: \$  
(800) 387-8877



[www.optimateinc.com](http://www.optimateinc.com)

### 2. CINZIA DESIGNS/A DIVISION OF EUROPA INTERNATIONAL METAL READER COLLECTION

TARGET CUSTOMER: Individuals wanting fun, modern, chic readers

SPECIAL FEATURES: Four-style reader collection, each with a laser-cut, art-deco design; all styles are available in three two-tone colors each with a matte finish; powers range from +1.00 to +3.00 in 0.50 diopter steps; pictured: Irreverent, offered in purple/khaki, black/purple, dark green/lime PRICING: \$\$\$

(800) 701-6765

[www.cinziadesigns.com](http://www.cinziadesigns.com)



## LICENSES, LIAISONS & NEW COLLECTIONS

### OAKLEY TO DISTRIBUTE ARNETTE & REVO

Luxottica Group S.p.A. appointed its subsidiary, Oakley, Inc., the sole North American distributor for Luxottica house brands Arnette and Revo for all channels of trade replacing Avant Garde Optics, effective January 1, 2009. Also for North America only, as of the same date, Oakley is the sole distributor for Ray-Ban in the sport retail channel. Avant Garde Optics, Luxottica's wholesale distribution arm in North America, will continue to be responsible for the management, marketing and distribution of the Ray-Ban brand in all other channels of trade. **GOLD & WOOD & BOUCHERON SIGN LICENSE** Gold & Wood and Boucheron have entered into a licensing agreement in which Gold & Wood will work with Boucheron



on the design, production and worldwide distribution of luxury ophthalmic frames and sunglasses under the Boucheron name. The agreement will begin on January 1, 2009, for an initial term of six years. The first Boucheron collection will debut in Summer 2009. **JEE VICE OPHTHALMICS DEBUTS** Jee Vice Optics adds an ophthalmic collection (pictured) to its high-end sunglass line. Included are 13 feminine styles made of acetate, titanium and stainless steel.

**ASPEx INTROS PENTAX TITANIUM** Aspex Eyewear Group introduces the Pentax Titanium Series (pictured), a collection of 12 models, encompassing cutting-edge style and technology. Made of pure, nickel-free titanium, this new series includes fully framed, semi-rimless and drill-mount styles, all equipped with polarized, magnetic sun clips.