

A Premium Case for Every Lifestyle

By Sharon Leonard Many think of the eyeglass case as a giveaway item, but savvy eyecare professionals are marketing the fashion (and function) aspect of premium cases in their practices. But what makes a case appealing enough to sell? The case's material is a major incentive. Some cases, for example, are made of unique materials that make them a 'must have' item for many of today's distinctive eyewear users.

HEAVY METAL

A metal case is the ultimate in eyewear protection, especially for glasses that are packed in luggage, backpacks, or computer totes. But metal cases can also be pretty classy. Take a look at Ron's Optical's Sprayed Metal flip-top case. It's available in two sizes and five colors. The design is space-age sleek and still very durable.

Astucci's Mesh Chrome (Model No. AS64) comes in gold, black, or silver, and has a high-tech minimalist look that's cool with its metallic

mesh surface. It's also very protective.

TIMELESS LEATHER

The original case material, leather, still remains an all-time favorite. Nothing is classier than that buttery-soft feel, and it just gets better with time. Amy Sacks offers a simple lined slip-in with that rich classic texture. It's available in several colors, and just the feel and smell of the material say "classy."

Fedon America, Inc.'s Kent case is a soft men's slip-in with a magnetic flap closure. This

case features the high-quality materials and attention to design that Fedon is known for. It comes in Bordeaux and also in a

"Giglio" orange version with fleur-de-lis embossing.

For women, the Large Slip In features a gusseted design that can accommodate even the largest high-fashion sunglasses. It is available in traditional leather colors as well as fun shades of silver, gold, light



Amy Sacks offers lined slip-in cases with the rich classic texture of leather.

blue, and pink. Want something really feminine? Fedon's Ruffled Case in soft white calf has ruffles galore along with a magnetic closure and an ultra-soft satin lining, and a spare pocket for the indispensable lipstick, keys, or credit cards.

Sax North Atlantic Services, Inc. has a really luxe desk caddy in brown leather with a soft protective shearling liner. This is an ideal way to stow computer eyewear on the desk, or regular eyewear on the nightstand. It's also available in black faux crocodile, and multiple tapestry prints.

IN THE JUNGLE

Fashionistas know that animal

prints make for hot accessories. LBI has just the answer with its trendy animal cases. The company goes "croco" with the Feducci "Contessa." This is a handled purse that can manage even the biggest sunglasses. The black croco-patterned exterior is complemented by a soft swath inside and a hidden magnetic closure. LBI also gets a bit wild with the Thrifty 125, a rigid case in leopard, cheetah, or zebra prints.

More inspiration from the jungle is found with Corinne McCormack. The company's large wrap cases, which fit the bigger sized sunglasses, are available in several colors

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SEEING DOLLAR SIGNS Most eyecare professionals provide cases with a frame purchase for free. Those cases might be imprinted with the office logo or they might come with the frame. But

just maybe you can provide clients with something a little more special—for a fee. Case sales can bring a big boost to the year-end profit margin. If you can sell four cases per week for \$20 each that

wholesale at \$10, you can realize a year-end profit of over \$2,000. Imagine what you can do with eight or 10 cases per week, or with cases that are in the luxury price category. This is not the time to

be gun shy, let your imagination run wild with options. A luxe case in fine leather, bugle beads, or a unique material truly customizes the frame purchase.

