

ACCESSORIES & SUPPLIES

Eyewear Retainers That Do More

By Kimberly Jones Eyewear retainers that double as necklaces have an added value because not only do they keep your eyewear safe, but they also accentuate your patients' appearance.

In this slowing economy where people have less money to spend on luxury items like pricey jewelry, items such as stylish eyewear retainers become that much more coveted.

TWO FOR ONE

The perfect mix of function and fashion, retainers that double as necklaces not only work to keep eyewear safe and in reach but look good too. Whether it's for Mother's Day or for any occasion that a customer wants to buy something special for a woman in their life, a multifunctional retainer is sure to do the trick.

VALUE ADDED

By offering fashionable eyewear retainers you can add value to each patient's purchase, and you can position yourself to become the go-to gift shop for people to buy useful keepsakes for their friends and loved ones.

WHAT'S AVAILABLE

The following companies offer multifunctional chains that are as useful as they are beautiful.

Face à Face's handcrafted eyewear necklaces are as bold and assertive as they are refined.

Sterling silver is used throughout the collection and is mixed with leather, glass pearls, semi-precious stones, PVC wires, and Plexiglas. The look of their glass bead necklaces is finished with a large resin horn bead that adds texture and personality. The collection has a modern, timeless style.

Amy Sacks Eyewear & Accessories offers a stunning collection of necklaces that were created to be chic and ageless. The latest style uses handcrafted opaque glass rings that have a flattering asymmetrical circle shape, which dangles from an oxidized sterling silver link chain. It is available in both cool and warm tones with three color options that include frost, slate, and avocado—communicating an organic design aesthetic.

With Cinzia, A Division of Europa International, each necklace is a piece of handcrafted, wearable art. The necklaces are designed with an open pendant enabling individuals to hang and display their eyewear in a stylish way. Each piece provides the option to be worn solely as jewelry and is finished with a magnetic closure for easy access.

Ron's Optical offers a new

Hilco's fashion holders are stylish accessories that complement any outfit.

upscale line of eyewear necklaces named the Adorn Collection. Chains offer a lobster claw clasp for the option of wearing the chain as a stand-alone necklace. Using a variety of colors, the necklaces meet the demand for trendy and unique chains that complement both the eyewear and the personality of today's women.

Two other companies that offer value-enhancing retainers are Hilco and EK Ekcessories, Inc. A broad range of shapes, colors, and materials make up the Hilco fashion holder collection. Inspired by eyewear frame metals and fashion accessory trends, these holders are stylish accessories that complement any outfit. The design of EK Ekcessories' lightweight necklaces includes a durable "O" ring attachment that keeps eyewear secure. They are available in nine



stylish designs that are sure to add sophistication to any ensemble.

Make sure you emphasize the added value of these products, and your patients are sure to feel confident in making their multifunctional retainer purchase. ■

Kimberly Jones is Editorial Assistant of Vision Care Product News.

WHERE TO FIND IT

Amy Sacks Eyewear
& Accessories
877-274-0410
amysacks.com

Cinzia, A Division of
Europa International
800-701-6765
cinziadesigns.com

EK Ekcessories, Inc.
800-338-2030
www.ekusa.com

Face à Face
888-383-3223
faceaface-paris.com

Hilco
800-955-6544
hilco.com

Ron's Optical
800-247-7667
ronsoptical.com