



style

LENS STYLE
GUIDE

Transiti©ns

Transitions® Signature®
lenses in graphite green
– fully activated and
unactivated



INSPIRATION IS ALL AROUND US

Style is everywhere and can sometimes come from unexpected places. Eyeglasses have gone from a functional product to an integral wardrobe component and can be an important clue into someone's personal look and even personality. We created the Lens Style Guide to help eyecare professionals and patients learn how to select the best pair of glasses – frames and lenses – to match their personal style.

Understanding all of the options – and ways to make different pairings work – will help patients have more ownership over their eyeglass decision and can help improve purchase satisfaction.

Use this guide to help you explore new ways to think about style and eyewear – especially as it relates to lens options.



EYEWEAR IS THE OUTFIT AND THE OUTFIT IS THE ACCESSORY.

COCO & BREEZY
Entrepreneurs and Eyewear Designers

BREAK THE COMMON RULES AND WEAR WHAT FITS YOU.

You can wear a bold frame that works indoors and outdoors with Transitions® lenses.

04

FRAME IT UP

Taking a cue from the fashion industry, eyeglass frames have traditionally been front and center, inspired by trends seen during fashion week and the most sought-after street-style looks.

Here are some trending frame styles, paired with complimentary face shapes, for a direct-from-the-runway look.



SQUARE / THIN



OVAL / VERSATILE



ROUND / RECTANGULAR



DIAMOND / TOP-HEAVY



HEART / ROUND



TRIANGLE / CAT EYE



OBLONG / OVERSIZED

Transitions®

05

EMBRACE COLOR

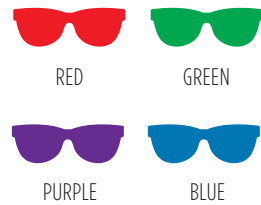
Classic tortoise shell, black and metal frames are always in style, but keeping an open mind about variations in color can open up a world of possibility.

COLOR BLOCKING

Have an “anything goes” attitude to get the most out of your frames. Don’t be afraid of frames that combine colors. Two-toned frames that add accent colors to black, brown, gray or white can enhance any look.

TRADITIONAL COLORS

Amplify your style status with a unique color frame. Adding a bold traditional color to a basic frame shape is just the right amount of pop without stepping too far outside of your comfort zone.



TRENDING COLORS

Peculiarity is posh and what better way to show your weirdly wonderful ways than an unconventional color frame. If you want to turn heads with your frames, consider one of the color options below.



Transitions® Signature® lenses in brown – fully activated and unactivated



Transitions®

4 CONSIDER SKIN TONE

Just like with different colors in clothing and makeup, colored frames and lenses can enhance one's look. When you find a perfect hue for someone's complexion, it can make their skin tone, eyes and face come alive. Consider if the skin tone is light, medium or dark and if it has warm or cool undertones. Here are some examples of colors that complement various skin tones. Some colors are universally flattering - like deep plum and teal.



FINDING THE RIGHT LENS

Lens color options can amp up the style component to any eyeglass look. There are different types of lenses that can have a hue to them, and they serve different functions.

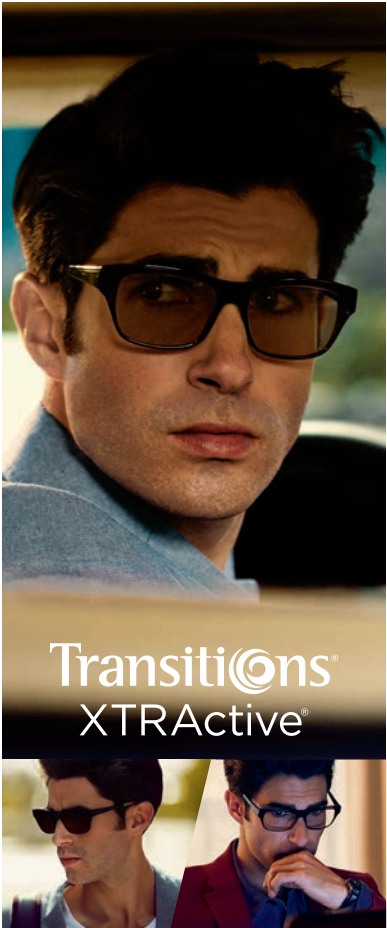
Transitions® adaptive lenses® seamlessly adapt to the perfect tint, in any light.

Plus, they help protect from UV rays and harmful blue light from digital devices, and especially the sun. Anywhere you go, *Transitions* lenses bring out the best in everything you see. Which *Transitions* lens is best for you and your patients?



- GRAY
- BROWN
- GRAPHITE GREEN

Fully clear indoors and more reactive to light outdoors



- GRAY
- BROWN
- GRAPHITE GREEN

Extra protection from light – indoors, outdoors, even in the car



- GRAY

Polarize as they darken for noticeably crisper, sharper vision



UNDERSTAND YOUR PATIENTS

Understanding a patient’s lifestyle will allow you to prescribe the best frame and lens options for them.

What is their style? Pay close attention to shoes, bags and watches to get an idea of their individual style and brand.

Are they athletic? What are their hobbies and favorite activities? If they are an athlete, educate about the sporty and sleek design with background about how various lens colors will enhance their activity.

If someone wears a progressive design and sits in front of a computer all day, educate about a larger frame, drop zones, peripheral distortion and corridor sizes.

If patients understand why you are prescribing, it is easier for them to put the entire picture together.

7 ENHANCE THE LOOK WITH LENSES



MIRRORED LENSES

Mirrored lenses reflect the sun's rays outward and decrease the amount of light entering your patients' eyes. They look stylish in all frames, but especially aviator styles. The option for a multiple-colored gradient in mirrored lenses is a game changer, taking a look to the next level. Further customize a mirror coating by choosing a flash-mirror (more subtle) vs. a full mirror (more opaque) coating.



GRADIENT LENSES

Fashion meets function with gradient lenses, where the tint deepens gradually. Fashion possibilities are infinite as gradient lenses can be almost any color. Rose, aqua, lavender and other pastel colors are all popular tints. Mix and match the colors of the gradient for an even bolder statement.



COLORLED & TINTED LENSES

In addition to mirrors and gradients, full color and tinted lenses are a popular trend for lenses. Celebrities have sported this look to shield themselves from the prying eyes of the paparazzi, but everyone can enhance the look of their glasses by adding color to the lens.



AR COATINGS

Adding an anti-reflective (AR) coating to lenses can help patients both see and look better in their lenses. An AR coating helps with the wearer's overall visual comfort, reducing squinting during picture-taking (think: better selfies) and improving the overall aesthetic look of a lens.

8 COORDINATING LENSES AND FRAMES

Finding the style in lenses also means complementing that style with the right color frames. *Transitions* lenses come in gray, brown and graphite green color options to amp up the style component of any eyewear look. While black and gray frames pair well with almost any lens color, be daring and try unique color combinations like the ones shown here.



Tortoise frames
Transitions brown



Blue frames
Transitions graphite green



Purple frames
Transitions gray

9 PUTTING THE PACKAGE TOGETHER

Neither lenses nor frames should be an afterthought! Educate patients about how the perfect combination of a frame and lens will enhance all of their favorite activities.

- Discuss frame styles
- Review prescription
- Explain pairing of lens selection with frames
- Demonstrate enhanced vision through various lens colors

SHOE SCENARIO

We all have shoes for formal events, working out, work and relaxing on the weekends. Just as you wouldn't try to wear the same shoes for every activity, nor should you wear one pair of glasses. Discuss multiple pairs and present different features for eyeglasses such as Transitions® lenses.

UNIQUE LOOKS

These glasses are all the same frame, but with a different colored Transitions lens, they make up three unique looks.



Transitions gray
Neutral color for the most natural vision



Transitions brown
Most contrast and enhanced colors



Transitions graphite green
Natural vision and enhanced contrast

10 GET SOCIAL

Patients often look to social media for style inspiration and tips. Connecting with them via social channels will encourage them to think more about lenses and style and view their eyecare professional as a style resource.



PRACTICE WHAT YOU PREACH

Take pictures of yourself in different styles to show how to wear the designs



EVERYDAY LIFE

Show eyeglasses in photos with objects that reflect personal style and appeal



HASHTAG

Try out different recurring themes and hashtags, like #LiveTheGoodLight and #ColorCrush



INSPIRATION IS EVERYWHERE

Look to other optical industry professionals for ideas on how to incorporate eyewear into unexpected places



CELEBRITY FASHION

Celebrities lead the way when it comes to trending topics. Follow your favorite to find out what people will be buzzing about



TREND SETTERS

Frame companies and fashion brands set the tone for eyewear trends



OPTIMIZE THE SPACE

Presenting Transitions® lenses in a bold, engaging display will demonstrate the importance of lens choice.

Merchandise lens products in simple, well-lit, uncluttered spaces, with modern, interactive, digitally-savvy tools, like *Transitions Viewer™*.



Mobile and digital tools, like *Transitions Viewer*, can help patients experience the product in a more interactive, realistic way. See for yourself at [Transitions.com/Viewer](https://www.transitions.com/viewer).



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Sheena is a licensed Optician and optical blogger. With a millennial mindset, Sheena shares her passion for eyewear and optics through her blog (OpticianAboutTown.com) and optical publications. She has gained attention for her tenacious drive to elevate the optical experience. Sheena was awarded 2016 Transitions Brand Ambassador for changing patients perspectives when choosing eyeglasses and her dedication to the craft of Opticianry.



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Dr. Glover is a global optometrist, entrepreneur, and social media expert. He has worked with elite brands within the optometric industry, written several articles for multiple prestigious optical outlets and interviewed countless individuals in the optometric industry.

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For more insights into style and Transitions® lenses, visit [Transitions.com/Discover](https://www.transitions.com/discover)



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