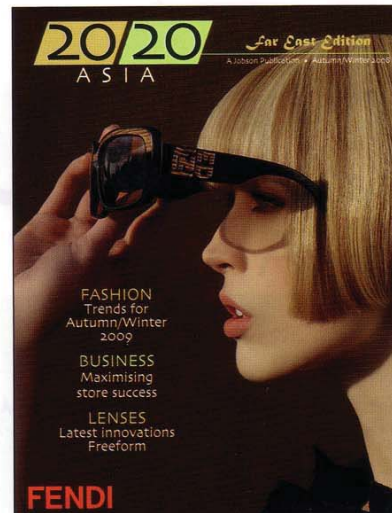


20/20 ASIA



4 SHOWCASE...
Selected goods for your customers and practices

12 STORE DESIGN...
Setting the Scene
The visual impression your store makes is a vital link to attracting customers

16 BUSINESS...
Maximise Store Success
Effective buying could revitalise your business

18 SPORTSWEAR...
Fit for purpose
Sportswear is hitting new highs in terms of performance and styling

20 FASHION...
What Lies Ahead

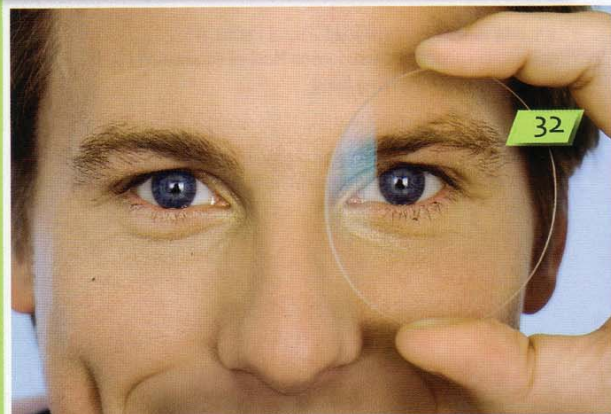
26 SUNWEAR...
A bright outlook
Protect your customer's eyes from the sun with the newest looks in sunglasses

30 BUSINESS...
Personal Touch
Improve your rapport with your customers by understanding their body language

32 LENSES...
Quality Counts
Premium lenses are an ideal way for opticians to increase customer service and revenue simultaneously

36 INSTRUMENTS...
Technology in Practice Today
New technologies touch every aspect of a patient's care journey

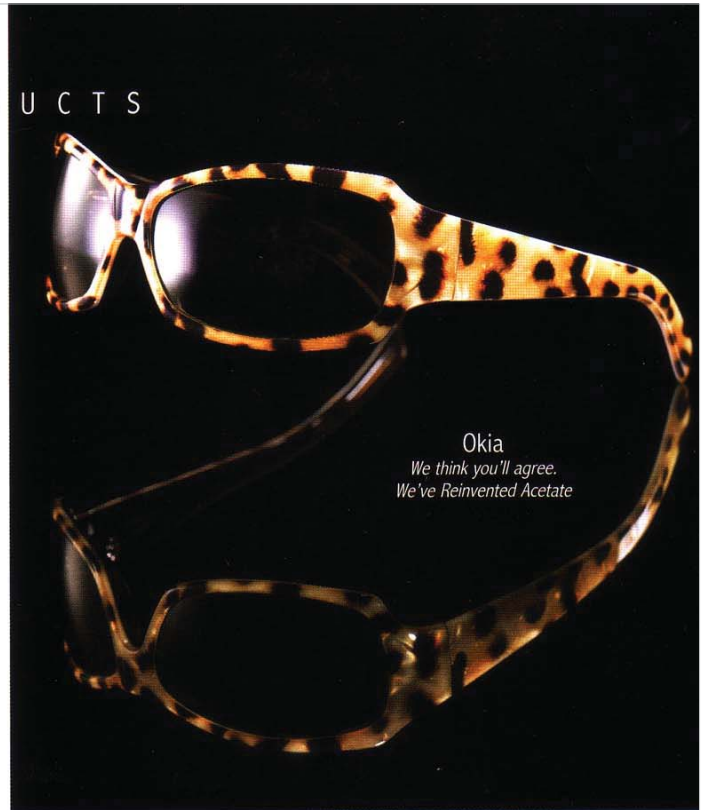
38 CONTACT LENSES...
Something for everyone
There are contact lens modalities to suit all wearers



Whether the sun is shining or not, summer is a great time for people to renew their fashion wardrobes, so here are some new, exciting products to tempt your customers.

2020 Products

OKIA has launched a new patented High Definition (HD) technology to make patterns in acetate which, says the company, offers a breakthrough in design for the eyewear industry. This technology allows the transformation of textures and colours into crisp high definition which shows depth and a range of textures. With a wide range of specific colours, gradient and patterns within one frame, it opens up new possibilities for brand managers. With a faster production, delivery time, and global patent protected, Okia is excited about the creative applications for luxury brand names.



Okia
*We think you'll agree.
We've Reinvented Acetate*

Allison The VW142 model is an optical frame in injected plastic for a greater lightness. For women, the shape is large and slightly squared and is characterized by the round metal trim on both temples: the trim is enriched by 12 Swarovski crystals and by the "Orb" logo, typically Vivienne Westwood, which is filled by contrasting enamel. The colour is particular too: black outside and fuchsia inside, as the "Vivienne Westwood" logo and the Swarovski on trim. It is also available in brick red/orange, glittery red, black/pink and total black.



Allison
Vivienne Westwood

Indo The Center is the ideal instrument for any dispensary looking to improve the fitting of eyewear. The Center helps your entire staff to consistently measure patients using the best technology to maximize their visual comfort. Training employees with the Center to take expert measurements for the most difficult prescriptions and patients is now much easier. The Center accurately measures interpupillary distance, nasopupillary distance, pupillary height, vertex distance as well as pantoscopic angle. With the new free-form progressive lenses in the market the Center makes dispensing premium progressive lenses easier. With its attractive design and cutting edge technology, Center is an optical dispensing machine meant to be used easily by the optician and used as a tool to reduce dispensing errors and improve your company image.



Indo
The Center