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.
BREAK THE COMMON RULES AND WEAR WHAT FITS YOU.

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

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
EMBRACE COLOUR

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

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

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

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

PRIMROSE GREEN
FLAME BLUE
HAZELNUT RED
KALE PURPLE
LAPIS

Transitions® Signature® lenses in brown – fully activated and unactivated
CONSIDER SKIN TONE

Just like with different colours in clothing and makeup, coloured 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 colours that complement various skin tones. Some colours are universally flattering – like deep plum and teal.
Lens colour 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?

FINDING THE RIGHT LENS

Fully clear indoors and more reactive to light outdoors

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

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 favourite activities? If they are an athlete, educate about the sporty and sleek design with background about how various lens colours 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.
COORDINATING LENSES AND FRAMES

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

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-coloured 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 colour. Rose, aqua, lavender and other pastel colours are all popular tints. Mix and match the colours of the gradient for an even bolder statement.

COLOURED & TINTED LENSES

In addition to mirrors and gradients, full colour 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 colour 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.

ENHANCE THE LOOK WITH LENSES
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 favourite activities.

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

SHOE SCÉNARIO

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 coloured Transitions lens, they make up three unique looks.

- Transitions grey: Neutral colour for the most natural vision
- Transitions brown: Most contrast and enhanced colours
- Transitions graphite green: Natural vision and enhanced contrast
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.

**GET SOCIAL**

**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 #ColourCrush.

**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 favourite 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.
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Sheena Taff is often referred to as being born with optical genes. A child of two opticians, it was only after jobs in the beauty industry and a career as a financial adviser did she step into the role she was bred to become.

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#LiveTheGoodLight

For more information and materials for your practice, visit Transitions.com

For more insights into style and Transitions® lenses, visit Transitions.com/en-ca/beyond-the-lens

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