



style

STYLE
COLLECTION
GUIDE



Transitions™



Transitions™





light intelligent lenses

Today's eyeglass shoppers desire the ability to personalize frames and lenses to stand out from the crowd. With new colour and style choices from Transitions Optical, consumers can turn to *Transitions® Light Intelligent Lenses™* to help enhance their level of self-expression, while still helping to protect their eyes from UV and harmful blue light.

As part of the *Light Under Control™* campaign, Transitions Optical is further building upon the company's efforts to recruit new wearers and attract a younger generation of single-vision wearers to the photochromic lens category.

This guide will help eyecare professionals and patients create the most stylish match between frames and lenses. Use this resource to explore the different lens colour offerings and mirror finishes from Transitions Optical and learn how to pair them with a myriad of frame options.

50% of consumers will absolutely try *Transitions* lenses if recommended by an eyecare professional.¹

 <p>LIGHT INTELLIGENT</p> <p>AUTOMATICALLY ADAPTING TO CHANGING LIGHT CONDITIONS.</p>	 <p>EVERYDAY EYECARE</p> <p>BLOCKS 100% UV RAYS, PLUS HELPS PROTECT AGAINST HARMFUL BLUE LIGHT INDOORS & OUTDOORS.</p>	 <p>HASSLE FREE</p> <p>MAKE EVERYDAY LIFE SIMPLER.</p>	 <p>FREE-STYLE</p> <p>WHATEVER THE FRAMES YOU LOVE, PICK YOUR FAVOURITE COLOUR, CHOOSE YOUR STYLE.</p>
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¹Source: The Center for Generational Kinetics and Transitions Optical (2018)



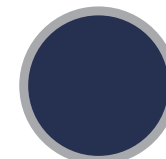
Style COLORS

Transitions[™] Signature[®]

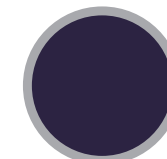
63% OF EYEGLASS WEARERS **EXPECT THEIR GLASSES TO GIVE THEM A UNIQUE LOOK²**

Transitions[®] Signature[®] lenses style colors feature four new vibrant fashion colours - sapphire, amethyst, amber and emerald green - and complement the existing iconic colours - grey, brown and graphite green - for seven total *Transitions Signature* lens colours.

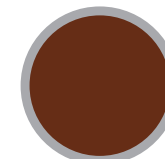
The new style colors are an extension of the *Transitions Signature* lens portfolio and offer the same world-class features and benefits of *Chromea7[™]* technology: optimal comfort, protection and indoor clarity.



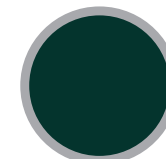
SAPPHIRE
STYLE COLOR



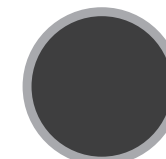
AMETHYST
STYLE COLOR



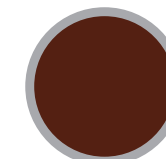
AMBER
STYLE COLOR



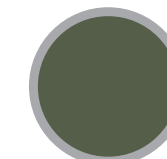
EMERALD GREEN
STYLE COLOR



GREY
ICONIC COLOUR



BROWN
ICONIC COLOUR



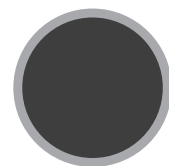
GRAPHITE GREEN
ICONIC COLOUR

²Source: Transitions Global Consumer Segmentation Study (Synovate; 2011)

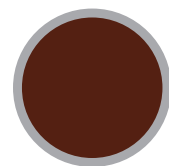
Transitions™ XTRActive®

The new **Transitions® XTRActive® style mirrors** feature five customizable mirror finishes, and provide intelligent visual comfort and hassle-free protection from UV and harmful blue light, thanks to the advanced *Transitions XTRActive* technology. *Transitions XTRActive* style mirrors are a stylish second pair offering for clear and existing *Transitions* lens wearers.

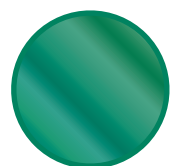
SELECT TRANSITIONS XTRACTIVE IN GREY OR BROWN



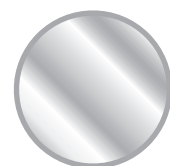
GREY



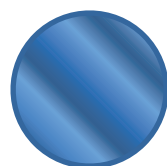
BROWN



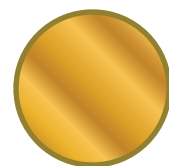
BLUE GREEN



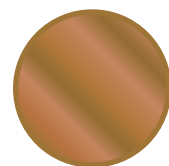
SILVER



VIOLET BLUE



FLASH GOLD



COPPER

THE BLUE GREEN, SILVER AND VIOLET BLUE MIRRORS PAIR WELL WITH GREY LENSES.
THE FLASH GOLD AND COPPER MIRRORS PAIR WELL WITH BROWN LENSES.

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Style
MIRRORS

Transitions™

HOW TO PAIR **TRANSITIONS®** LENSES AND FRAMES



The colour wheel is a great tool to help build stylish colour schemes between *Transitions* lenses and frames.

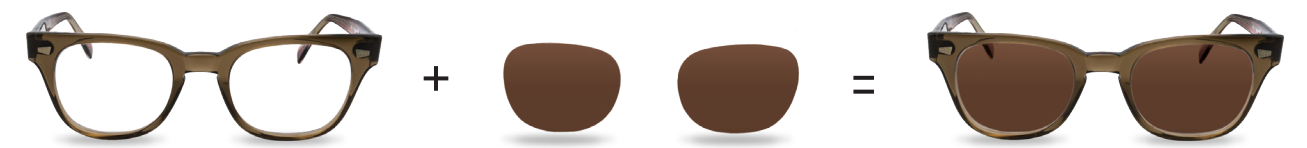
With a rainbow of colours, *Transitions* lenses and frames can be paired in multiple ways - the sky's the limit!

MONO-CHROMATIC

A simple pairing is a monochromatic colour scheme featuring one colour. This can be done with neutrals such as brown *Transitions Signature* lenses with a brown frame.

For a bolder look, utilize the new style colors or style mirrors with a frame of the same colour or finish.

For a twist, pull a matching lens colour from the frame. For instance, on-trend tortoiseshell frames come in many colour palettes - pair a blue tortoiseshell frame with the sapphire *Transitions Signature* lenses to make the frames pop.



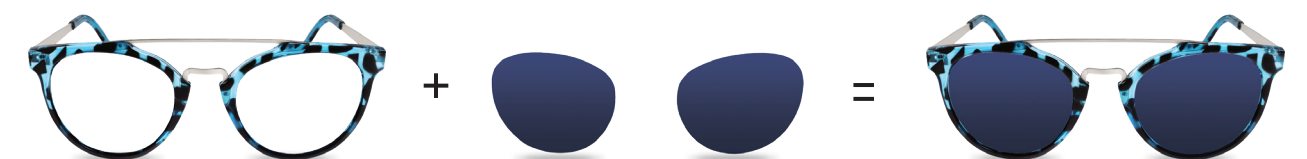
BROWN
FRAMES

AMBER
LENSES



METALLIC
FRAMES

BROWN LENSES
WITH FLASH GOLD MIRROR FINISH



BLUE TORTOISESHELL
FRAMES

SAPPHIRE
LENSES

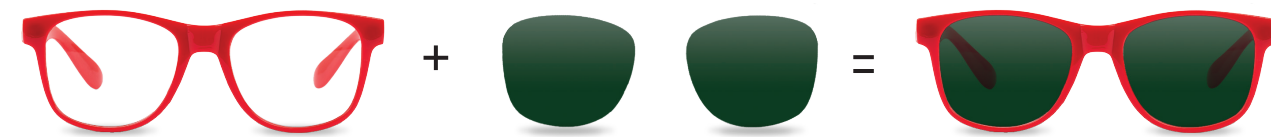
CONTRASTING

Colours opposite of each other on the colour wheel are complementary colours.

The contrast of a red frame with the emerald green *Transitions Signature* lens creates a vibrant look.

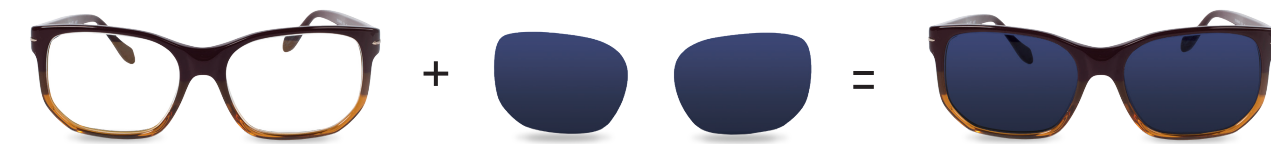
For a more subtle contrast, try pairing a frame with a hint of brown and the sapphire lens.

For a bolder look, pair an amethyst lens with a bright yellow frame.



RED
FRAMES

EMERALD GREEN
LENSES



BROWN
FRAMES

SAPPHIRE
LENSES



YELLOW
FRAMES

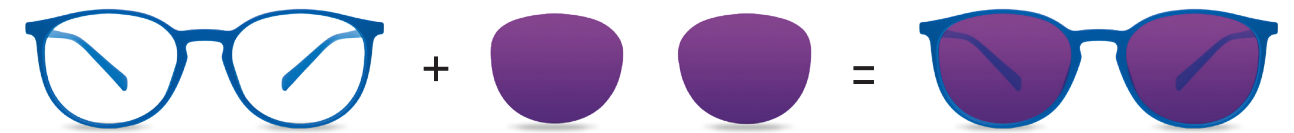
AMETHYST
LENSES

ANALOGOUS

Analogous colours are groups of three colours that are next to each other on the colour wheel, such as blue, blue-violet and violet. These neighbouring colour schemes match well and are pleasing to the eye.

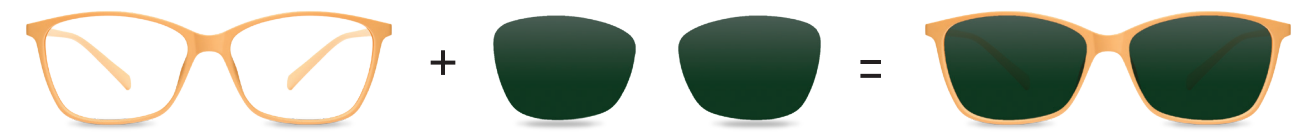
A blue frame pairs well with amethyst lenses.

A frame with a wood texture or other earthy tone matches well with emerald green or the blue green mirror.



BLUE
FRAMES

AMETHYST
LENSES



EARTH TONE
FRAMES

EMERALD GREEN
LENSES



EARTH TONE
FRAMES

GREY LENSES
WITH BLUE GREEN MIRROR FINISH

FRAME STYLES & TRENDS

Consider frame styles and textures to make a statement or stay on-trend. In general, *Transitions* lenses look best in larger frames that work indoors and provide a sunglass look outdoors.

A heavy, plastic frame will make the style mirror lenses look more opaque. Consider pairing a sporty looking or oversized frame with a bold style color, like amethyst, or mirror finish, like violet blue or flash gold.

Translucent frames continue to trend up and pair well with any *Transitions* lenses. Whether clear or with a touch of colour, they look fantastic with the new style colors and mirror finishes.

Throw it back with cat-eye frames for an effortless monochromatic look, or try metal frames, which are perfectly complementary to emerald green *Transitions Signature* lenses.



CHOOSING THE RIGHT EYEWEAR TO MATCH STYLE



AMBER
LENSES

CLASSIC

Classic looks stand the test of time and never go out of style. Think traditional shapes - rounds, ovals and rectangles with *Transitions Signature* lenses featuring iconic colours - grey, brown and graphite green.

A twist on the classic look is to pair a tortoise shell, black or metal frame with one of the new *Transitions Signature* style colors - sapphire, amethyst, amber or emerald green.

DOWN-TO-EARTH

Pair a laid back attitude with style - pull inspiration from the great outdoors with textures, colours and patterns to create a nature-inspired look in the best way possible.

Emerald green *Transitions Signature* lenses pull cues from nature and pair well with frames featuring earthy tones.



EMERALD GREEN
LENSES

BOLD

Anything bright and bold makes a dramatic statement. When it comes to bold eyewear, pair chunky, oversized frames with a vibrant lens colour. For an even more dramatic look, add *Transitions XTRActive* style mirrors.

Sapphire *Transitions Signature* lenses pair well with primary colours and geometric patterns. This bold, coloured neutral is versatile and can be paired with vivid colours.

SAPPHIRE
LENSES



AMETHYST
LENSES

MOD & RETRO

Embrace a throwback vintage style with cat-eye or wayfarer frames or rock a modernized, intellectual look with round frames. This look can be monochromatic and effortless.

Metal frames in gold, rose gold, silver or gunmetal are perfectly complementary to amethyst *Transitions Signature* lenses. The lens colour takes on different personalities when paired with metal frames and is a unisex look that is stylish for all ages.

DAY

As easy and timeless as jeans and a white T-shirt, classic frame shapes such as rounds, rectangles or aviators pair perfectly with *Transitions Signature* lenses featuring iconic colours - grey, brown and graphite green.

GREY
LENSES**NIGHT**

At night, *Transitions Signature* lenses are fully clear, proving their versatility. Pair a laid back attitude with a fearless style. Embrace a daring look with standout embellishments such as studs, cut outs and leather accents, for an edgy look that will turn heads.

STAYING ON TOP OF **EYEWEAR TRENDS**

Eyewear and fashion trends are ever-changing and it's important to stay on top of the hottest trends. There are many resources to help eyecare professionals and patients put their best face forward.



Visit [Transitions.com](https://www.transitions.com) for more on the portfolio of *Transitions* lens products.



Eyecessorize, a campaign from the Vision Council, offers a breadth of resources on eyewear fashion and trends. Learn more at [eyecessorize.com](https://www.eyecessorize.com).

Transitions.com



SHEENA TAFF | *Eyecare Professional Contributor*

Sheena Taff, Optician and optical blogger, is dedicated to sharing her passion for eyewear artistry, pairing wearers with smart and stylish frame and lens combinations. Through her blog, [OpticianAboutTown.com](https://www.opticianabouttown.com), Sheena inspires eyeglass wearers to create the perfect eyeglass wardrobe. For more advice on pairing frames and lenses, visit Sheena's blog or follow her on Instagram [@optician.about.town](https://www.instagram.com/optician.about.town).

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