



MODERN OPTICAL INTERNATIONAL: URock Collection Relaunch

ROCK YOUR WORLD

Modern Optical International presents the relaunch of its URock collection. Geared exclusively for the male tween through college-age set, the newly revamped URock styles offer minimalist designs that balance a cool sensibility with an edgy charm. A masculine color palette along with subtle patterns and matte finishes invite broad appeal to this demographic. Quality materials such as TR-90 memory plastic, handmade zyl and spring hinges support active lifestyles. On-trend designs, teen-centric model names, a URock video and updated collection logo all embody the core of this essential eyewear collection.

—Patrishia Holly Zabrycki



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Jammin'

PHILOSOPHY: "Do What Rocks Your World" best describes the philosophy behind Modern Optical's URock Collection," says Ken Weissman, President of Modern Optical International. "Guys in the tween thru college crowd have an emerging sense of style. They want to fit in with their peers, yet with maturity their individuality presents itself through music, fashion, sports or other interests. Each URock style utilizes fundamental design elements starting with a masculine color palette and rectangular silhouettes. Quality construction and materials allow for the addition of subtle patterns, metal accents, matte finishes and on-trend details to create eyewear that's affordable and uniquely appealing to this elusive demographic."

MARKETING: Merchandising materials include large-format imagery of frame images and model/lifestyle shots, six-place vertical display units, premium clamshell cases and a YouTube video.

PRICE POINT: \$\$

CONTACT: For additional information, contact Modern Optical International, (800) 323-2409; website: www.modernoptical.com



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Heavy Metal

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Cool eyewear for tween, teen, and millennial guys is here! See full-page feature in 20/20 Magazine (August 2015, page 100).