

As seen in *20/20 Magazine's* "What's Next", February 2015

MODERN OPTICAL: BMEC Collection

BIG AND BOLD STYLES

Modern Optical International introduces seven new styles to its BIG Men's Eyewear Club (BMEC) collection. Targeted toward larger men, BMEC is designed for maximum comfort with spring hinges, silicone nose pads and larger sizing to create the perfect fit. These releases include three stainless steel models (BIG Block, BIG Play and BIG Show) available in brown, navy and black with a matte finish and four handmade zyl rectangle styles (BIG Abe, BIG Al, BIG Cheese and BIG Jim) accented with a discreet metal trim available in tortoise, black, navy and gray.

—VG



PHILOSOPHY: "Our new BMEC releases embody the exceptional style and comfort ECPs have come to expect from this popular collection," says Ken Weissman, president of Modern Optical International. "Masculine temple details, color options, eye shapes as well as larger sizing all contribute to each frame's unique design. With over 60 styles, BMEC is the go-to big men's collection for ECPs everywhere."

MARKETING: Merchandising materials include a six-place vertical display unit, large format imagery, and each frame comes with a premium clamshell case wrapped in leather-like material.

PRICE POINT: \$\$

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