

Sunglasses

FOR BUYERS AND SELLERS OF QUALITY SUNWEAR



- In Your Face—The Latest in Cutting-Edge Sunwear
- See While at Sea
- Sizzlin' Sun Readers
- Beijing Olympics Sunwear Special

Contents



PHOTOGRAPH BY COURT LITE

ON THE COVER It's no surprise that **Zephyr** (shown in bone) is **TEYE's** most popular women's frame with its petite face fit and sensuous curves. Also available in black and sandalwood, it comes with anti-fog photochromic polarized lenses and an EVA foam air dam that deflects 75% of wind, airborne irritants, and peripheral glare.

Active

See While at Sea

The sunwear you offer boating and fishing enthusiasts is as important to them as finding just the right pair of boat shoes for walking atop a slippery deck or navigating a rocky shoreline. These sunglasses must protect them from the water, sun, glare, wind, and all the while keep them comfortable throughout a long day on the water. And after all, it's that much harder to catch fish if you can't actually see them!

on or near the water boating and fishing invariably include many, if not all, of the following features—polarization, a face-fitting wrap design, side vents, nose and temple grips, durable materials, and treatments that make the lenses anti-reflective, anti-scratch, and hydrophobic.

NO GLARE ANYWHERE
The first and foremost feature of any pair of sunglasses is polarization. You'll never forget the first time you put on a pair of polarized sunglasses. The world is clearer than you've ever seen it before. The glare that once offed the surface of the water or that reflects from the shiny surfaces of your boat and the vessels around you is completely eliminated. Polarization substantially sharpens the clarity of your sur-



Oakley, Nylon



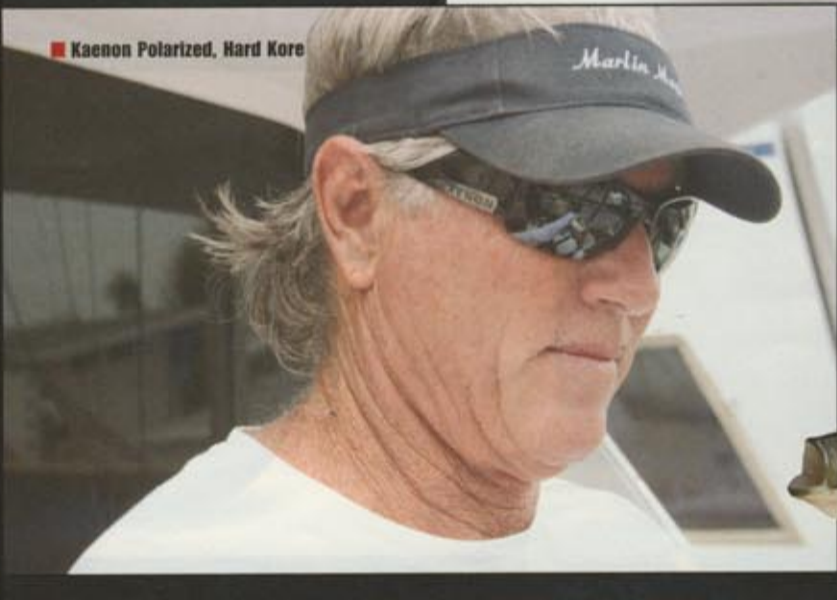
Bolle, Spinner

GET ON THE BOAT

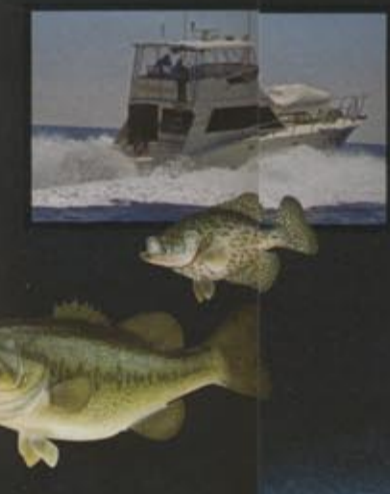
Sunglasses that are designed specifically for the needs of those who spend substantial amounts of time



Live, Cocoon



Kaenon Polarized, Hard Kore



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Active

roundings while removing the discomfort of the bright light that would normally make you squint.

ALL ABOARD
Special features that make sunglasses specifically suited to fishing and boating vastly improve the sunwear's durability. Vents help keep you cool on a hot and humid day, a wrap design with additional nose and temple grips prevent them from slipping off your face, and durable materials ensure that your sunglasses can endure an active day on the water. The lenses are made even tougher with an anti-scratch treatment while an additional hydrophobic layer makes water bead and run off the lenses. Add a headband or cord to really make sure that it goes sailing away. To make the sunglasses even more ideal for fishing and boating, there

are additional features you can pack in. To protect the eyes from wind, dust, and other small particles, gaskets or eye cups create an impenetrable space between the wearer's face and the sunglasses frame. An anti-fog treatment does exactly what its name implies and will keep your customers seeing clearly even in varying temperatures and changing humidity.

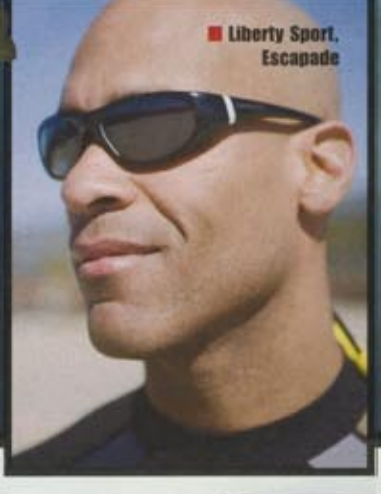
FOR PROS AND AMATEURS ALIKE
As a demonstration of how their sunwear truly excels in a real-world environment, some manufacturers sponsor professional anglers and sailors, fitting them with their top-of-the-line products. Other sunglasses manufacturers subsidize marine conservation and edu-

cational programs so that customers can be sure that the money they pay not only goes toward the sunwear itself but also toward protecting the environment in which they enjoy their sport.

It's out there, the sunwear with the features that will make your customer's day on the water exactly as she or he envisioned it.



TEYE, Toku



Liberty Sport, Escapade



Wiley X Eyewear, Airborne



Costa Del Mar, Permit



Dirty Dog, Tube

Brand New

STYLE THAT COVERS THE SPECTRUM. 7EYE, Named for the visible spectrum's seven colors, rolls out **Bali**, its newest and most fashionable SPF100 sunglass model to date. This unisex sports frame covers the bases on fit, running from small to large. A major feature is Airlock, a new version of the removable eyecup, and according to the company, the world's first and only non-air-permeable eyecup. Bali is available in black, gray tortoise, and dark tortoise. **GET IT NOW: 7EYE, 925.484.0292, 7EYE.COM**

