

With eyewear all over runways and celebrities donning the latest looks, this accessory is top of mind for everyone. Stay current by including stories on eyewear in your publication. Here are a few story suggestions:

THE DO'S AND DON'TS OF BUYING EYEWEAR

What to look for and avoid when purchasing frames

EYEWEAR FOR ALL! HOTTEST EYEWEAR TRENDS AT ALL PRICE POINTS

Take the hottest eyewear trends of the season and list frame suggestions at all different price points

GET THE LOOK: CELEBRITY EYEWEAR AT BUDGET-FRIENDLY PRICES

Use recent images of celebrities seen in eyewear and suggest how to get the look at varying price points

A FRAME FOR ALL SEASONS

Feature classic frame styles and shapes that transition from one season to the next

MAKING THE GRADE

The latest looks in eyewear for teachers and students just in time for back to school

EYEWEAR THAT MAKES A DIFFERENCE

Feature frames that are eco-friendly or support breast cancer awareness

GET THE PERFECT FIT

Describe different face shapes and what each should look for when choosing a pair of glasses

PROTECT THOSE PEEPERS

State the importance of protecting eyes from UV rays even in the winter and especially while playing winter sports

EYEWEAR THROUGH THE AGES

List eyewear icons and show how to get their look or update their look

A PAIR FOR EVERYWHERE

Show the importance of owning multiple pairs of eyewear, a different pair for every style or occasion

