

**Optimate  
Inc.**

# Insight 2010

**VOLUME 1, ISSUE  
3**

**Fall 2010**

Fall is just around the corner! As temperatures drop, warm colors begin to appear everywhere, beginning with the colors of the trees to our clothing choices.

Chances are that most of your customers are in need of new accessories to renew their look and get ready for the upcoming holidays. What better way to invigorate their image than new eyewear?

This season is all about choosing the perfect accessories. From feminine touches, bold details, rich colors, metallic or retro trends, there is something for every taste. Keep reading, to find out what Fall 2010 has in store for eyewear.

## Fall 2010 TRENDS

Ornamented eyewear with decorative, subtle touches is a good way to incorporate feminine trends. Our Amadeus, Baron and NBA collections offer plenty of choices. Details such as watercolor marks (A916, A911), abstract patterns (A901, 5154, NBA801), delicate cut outs (A905, AF0724, NBA806), and flowers (5061, 5055, 5152) provide a feminine yet not too sweet look.



Those whose taste have a little bit more edge can experiment with hardware. Studs, metal accents, rhinestones and bold hinges add the right amount of boldness to styles 5059, AF0626, AF0632, AF0725, AF0728, AF0734, A918, HS0211, NBA812, NBA813, NBA816, NBA832, NBA848.

With no doubt, a must try fall trend for men and women is jewel colors. The richness of these tones will add polish and sophistication to any attire. The opulence of gem colors such as rich purple, burgundy, red, green and blue compliment all complexions. Our favorite picks?: BZ52 PL, BZ53 BR/PL, 5153 MPL, 5154 WN, 5086 OLIVE, NBA808 BLU, NBA814 BG, NBA822 BLU, NBA828 BLU, NBA836 GUN, NBAS105 BLU, NBAS 106 BLU, A916 WN, A912 WN, AF0508 MRN, AF0724, AS0603 BLU, AS0604, AS0704, AS0705, AS0709.



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## Fall 2010 TRENDS

As far a color goes, Fall 2010 is all about warm colors. From cream to camel or you could try metallic. Silver, gold, and copper add flare and individuality. All these neutrals are perfect transitional shades, not to mention that can easily take any look from day to night. A914 BRN, A917 BRN, A904 BRN, A903, HS0212 BROWN FADE.



A917-BRN



A914-BRN



HS0212  
Brown Fade



BZ51-GRY



A957-BRN



HS0214  
Bronze



NBAS105-BLU

Fall offers a cornucopia of style choices. At Optimate, we know that with so many options to choose from, it is always alluring to stay in touch with vintage inspired styles. We are pleased to offer an array of classic or retro inspired styles as BZ51, A957, A902, A906, AF0626, HS0214, HS0216, NBAS105.

Animal prints and textures will be prowling around in our wardrobes the following season. From out-wear to purses, shoes... why not eyewear? Since this is a bold statement, it's best to keep it simple. We love how we have incorporated this trend in a subtle yet fashionable way in some of our frames. A913 and HS0203 mirror a crocodile like texture, 5051 presents a subtle zebra print, HS0205 has a leather like insert and NBA826, NBA832 are enhanced with the luxurious feel of tortoise.



A913-BLK



5051-GRY



HS0205-AMBER



NBA826-BLK

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## UPCOMING EVENTS



At the Vision Expo West, we will be releasing new styles to our following collections:

**AMADEUS**<sup>®</sup>  
E Y E W E A R

For the Amadeus collection, we will be adding 9 new and exciting styles for men and women.

**BARON**<sup>®</sup>  
E Y E W E A R

Keep your eyes peeled for 7 new stylish and contemporary styles for our Baron collection, it surely will not disappoint!



For our licensing brand NBA, we will be adding 4 new optical styles and 2 new sporty and RX-able sunwear styles.



For our sunglass line, Heat, we will be debuting 10 fashion forward and sophisticated styles that will feature both polarized and RX-able lenses. You will not want to miss this!

Come and see us at the Vision Expo West in Las Vegas. Our booth number is **17057**. The show information is as follows:

**Exhibit Hall: October 7-9, 2010**

Thursday, October 7:  
9:30 am - 6:00 pm

Friday, October 8:  
10:00 am - 6:00 pm

Saturday, October 9:  
10:00 am - 5:00 pm

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From the staff here at Optimate, Inc. we would like to thank you for taking the time to read our newsletter and we hope we have provided some tips and advice on this season's trends so that they may appeal to your customer's needs. We hope to see you at our booth at the Vision Expo West.