

Summer 2008 Trends

Your fashion-forward customers look to you for the latest eyewear trends. Be the first to offer them the spring 2008 eyewear styles debuting at International Vision Expo East! Women's eyewear trends run the spectrum this spring from chic, sophisticated styles to bright, retro frames. Top looks include: Bright colors in tinted resin frames Retro shapes Organics Tortoise and ivory Understated designer logos Light and airy filigree looks. Men's eyewear provides the perfect accent to any look. Whether it is for the classic businessman to the urban male, this season features: Traditional metal frames Double bridges in horn or black Performance wraparounds and aviators Shields with bold designer logos.

Dian Taylor to be acting chief exec of GOC

Deputy registrar Dian Taylor will become acting registrar and chief executive of the General Optical Council on Peter Coe's retirement in July 2008 - press release - 20 March 2008

UK Vision Strategy launch

The UK Vision Strategy is a VISION 2020 UK initiative, led by RNIB working with partners from all areas of the sector, to develop a unified plan for action on all issues relating to eye health and sight loss, across the four countries of the UK. The strategy was developed in response to a World Health Assembly resolution in 2003, which urged the development of national plans to tackle sight loss. The development has also been supported by representation from all the UK governments.

Sight is the sense that nine out of ten people most fear losing, according to the findings of a survey released today (18 April 2008). The UK Vision Strategy - developed by a major new eye health and sight loss alliance - is calling for action to prevent their fears becoming a reality.

Over 650 organisations and individuals, with support from the UK Governments, developed the UK Vision Strategy, launched today, to set the direction for a radical improvement in the eye health of the nation.

Lesley-Anne Alexander, Chair of the group leading the development of the UK Vision Strategy and Chief Executive of the Royal National Institute of Blind People (RNIB), said: "Nine out of ten people in the UK tell us that sight is the sense they most fear losing. But, despite being one of the richest nations in the developed world, we aren't doing enough to protect it. Sight loss increases with age and the UK has an aging population, so the number of people losing their sight is set to double in the next few decades if we don't intervene now. We're sitting on a sight loss time bomb!"

"The UK Vision Strategy enables us to build on past progress and the eye health and sight loss sector is committed to working together, with the UK Governments, to improve the eye health of the nation. We all need to take responsibility both professionally and personally - to improve eye health, eliminate avoidable sight loss and enhance the quality of life of people who have lost some or all of their sight."

The UK Vision Strategy is launched in April at a conference in central London.

**HAVE YOU SELECTED
YOUR FREE GIFT?**

