

along with colorful geometrical patterns. The proprietary, efficient ultra polarized lens from Swiss Eyewear Group has been vacuum coated with flash mirrors, to perfectly match the frame colors and patterns. As with all styles, the new INVU summer fashion releases are designed and engineered in Switzerland and retail at a customer friendly price offering outstanding value for consumers worldwide. Contact: Astra Lifestyle Mahendra Gujar, mahendra@astralifestyle.com



Vinyl Factory collection

Vinyl Factory has released its new visual campaign which will spice up the spring-summer 2016 collection. For this new season, it has landed in Florida where the beaches, the festive ambient and the crowded palm-lined streets appear travel-lovers and grant the visitors with an invigorating breath of fresh air. www.vinylfactory.fr

IACLE Award

Optom. Prema Chande, Principal, Lotus College of Optometry, Mumbai, is one of the proud ECPs having received the IACLE Asia Pacific Contact Lens Educator of



the Year Award this year. 'I feel honored and humbled to receive this award from IACLE as many educators contribute to teaching contact lenses across the region and I was chosen among them to receive it. I look forward in future to continue contributing to the growth of the contact lens industry by way of education and research,' she said. *Congratulations, Prema – Ed.*

Blackfin - Looking beyond. Always

'Never forget your past. Always look ahead but never forget your past'. The message of the new Blackfin communications campaign sounds almost like a

warning. What it really represents is the mind-set of a brand that, as it has grown and achieved success, has never lost sight of its own origins and their value. While the Blackfin's gaze is firmly fixed on what lies ahead, it never forgets where it comes from. A message that shot after shot reminds us that what we are today is the fruit of our past. What Blackfin is today is the result of a deep-rooted heritage that gives value to the present and builds the future. *Never forget your past* is the campaign that pays homage to the maturity of Blackfin, the form and substance of this brand and its ongoing quest for the new has no fear of comparison, including with itself. www.blackfin.eu



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