



# style

STYLE  
COLLECTION  
GUIDE





# Transitions™

light intelligent lenses

Today's eyeglass shoppers desire the ability to personalize frames and lenses to stand out from the crowd. With new color and style choices from Transitions Optical, consumers can turn to *Transitions® Light Intelligent Lenses™* to help enhance their level of self-expression, while still helping to protect their eyes from UV and harmful blue light.

As part of the *Light Under Control™* campaign, Transitions Optical is further building upon the company's efforts to recruit new wearers and attract a younger generation of single-vision wearers to the photochromic lens category.

This guide will help eyecare professionals and patients create the most stylish match between frames and lenses. Use this resource to explore the different lens color offerings and mirror finishes from Transitions Optical and learn how to pair them with a myriad of frame options.

50% of consumers will absolutely try *Transitions* lenses if recommended by an eyecare professional.<sup>1</sup>

  
**LIGHT INTELLIGENT**  
AUTOMATICALLY ADAPTING TO CHANGING LIGHT CONDITIONS.

  
**EVERYDAY EYECARE**  
BLOCKS 100% UV RAYS, PLUS HELPS PROTECT AGAINST HARMFUL BLUE LIGHT INDOORS & OUTDOORS.

  
**HASSLE FREE**  
MAKE EVERYDAY LIFE SIMPLER.

  
**FREE-STYLE**  
WHATEVER THE FRAMES YOU LOVE, PICK YOUR FAVORITE COLOR, CHOOSE YOUR STYLE.

<sup>1</sup>Source: The Center for Generational Kinetics and Transitions Optical (2018)



# Style COLORS



# Transitions<sup>™</sup> Signature<sup>®</sup>

## 63% OF EYEGGLASS WEARERS **EXPECT THEIR GLASSES TO GIVE THEM A UNQIUE LOOK<sup>2</sup>**

*Transitions<sup>®</sup> Signature<sup>®</sup> lenses style colors* feature four new vibrant fashion colors - sapphire, amethyst, amber and emerald - and complement the existing iconic colors - gray, brown and graphite green - for seven total *Transitions Signature* lens colors.

The new style colors are an extension of the *Transitions Signature* lens portfolio and offer the same world-class features and benefits of *Chromea7<sup>™</sup>* technology: optimal comfort, protection and indoor clarity.

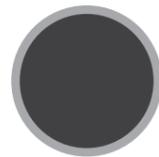
			
SAPPHIRE STYLE COLOR	AMETHYST STYLE COLOR	AMBER STYLE COLOR	EMERALD STYLE COLOR
			
GRAY ICONIC COLOR	BROWN ICONIC COLOR	GRAPHITE GREEN ICONIC COLOR	

<sup>2</sup>Source: Transitions Global Consumer Segmentation Study (Synovate; 2011)



The new **Transitions® XTRActive® style mirrors** feature six customizable mirror finishes, and provide intelligent visual comfort and hassle-free protection from UV and harmful blue light, thanks to the advanced *Transitions XTRActive* technology. *Transitions XTRActive* style mirrors are a stylish second pair offering for clear and existing *Transitions* lens wearers.

SELECT TRANSITIONS XTRACTIVE IN GRAY OR BROWN



GRAY



BROWN



GREEN



SILVER SHADOW



BLUE



GOLD



RED



PINK

THE GREEN, SILVER SHADOW AND BLUE MIRRORS PAIR WELL WITH GRAY LENSES.  
THE GOLD, RED AND PINK MIRRORS PAIR WELL WITH BROWN LENSES.

Style  
**MIRRORS**



# HOW TO PAIR **TRANSITIONS®** LENSES AND FRAMES



The color wheel is a great tool to help build stylish color schemes between *Transitions* lenses and frames.

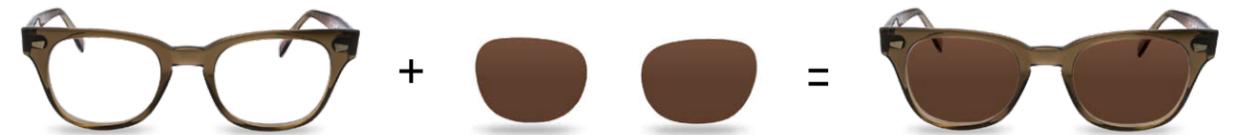
With a rainbow of colors, *Transitions* lenses and frames can be paired in multiple ways - the sky's the limit!

## MONO-CHROMATIC

A simple pairing is a monochromatic color scheme featuring one color. This can be done with neutrals such as brown *Transitions Signature* lenses with a brown frame.

For a bolder look, utilize the new style colors or style mirrors with a frame of the same color or finish.

For a twist, pull a matching lens color from the frame. For instance, on-trend tortoiseshell frames come in many color palettes - pair a blue tortoiseshell frame with the sapphire *Transitions Signature* lenses to make the frames pop.



**BROWN**  
FRAMES

**AMBER**  
LENSES



**METALLIC**  
FRAMES

**BROWN LENSES**  
WITH GOLD MIRROR FINISH



**BLUE TORTOISESHELL**  
FRAMES

**SAPPHIRE**  
LENSES

## CONTRASTING

Colors opposite of each other on the color wheel are complementary colors.

The contrast of a red frame with the emerald *Transitions Signature* lens creates a vibrant look.

For a more subtle contrast, try pairing a frame with a hint of brown and the sapphire lens.

For a bolder look, pair an amethyst lens with a bright yellow frame.



**RED**  
FRAMES

**EMERALD**  
LENSES



**BROWN**  
FRAMES

**SAPPHIRE**  
LENSES



**YELLOW**  
FRAMES

**AMETHYST**  
LENSES

## ANALOGOUS

Analogous colors are groups of three colors that are next to each other on the color wheel, such as blue, blue-violet and violet. These neighboring color schemes match well and are pleasing to the eye.

A blue frame pairs well with amethyst lens.

A frame with a wood texture or other earthy tone matches well with emerald or the green mirror.



**BLUE**  
FRAMES

**AMETHYST**  
LENSES



**EARTH TONE**  
FRAMES

**EMERALD**  
LENSES



**EARTH TONE**  
FRAMES

**GRAY LENSES**  
WITH GREEN MIRROR FINISH

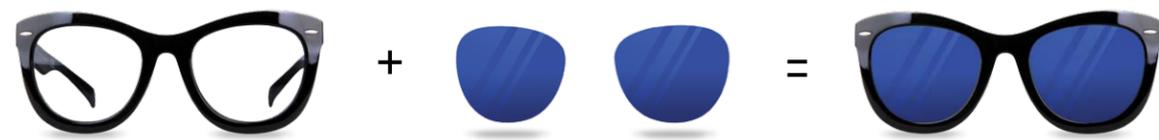
## FRAME STYLES & TRENDS

Consider frame styles and textures to make a statement or stay on-trend. In general, *Transitions* lenses look best in larger frames that work indoors and provide a sunglass look outdoors.

A heavy, plastic frame will make the style mirror lenses look more opaque. Consider pairing a sporty looking or oversized frame with a bold style color, like amethyst, or mirror finish, like blue or red.

Translucent frames continue to trend up and pair well with any *Transitions* lenses. Whether clear or with a touch of color, they look fantastic with the new style colors and mirror finishes.

Throw it back with cat-eye frames for an effortless monochromatic look, or try metal frames, which are perfectly complementary to emerald *Transitions Signature* lenses.



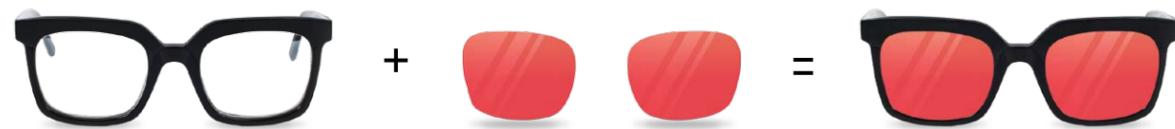
**OVERSIZED**  
FRAMES

**GRAY LENSES**  
WITH BLUE MIRROR FINISH



**TRANSLUCENT**  
FRAMES

**BROWN LENSES**  
WITH PINK MIRROR FINISH



**CHUNKY**  
FRAMES

**BROWN LENSES**  
WITH RED MIRROR FINISH



**CAT EYE**  
FRAMES

**AMBER**  
LENSES



**SPORTY**  
FRAMES

**AMETHYST**  
LENSES



**METAL**  
FRAMES

**GRAY LENSES**  
WITH SILVER SHADOW MIRROR FINISH

## CHOOSING THE RIGHT EYEWEAR TO MATCH STYLE



**AMBER**  
LENSES

### CLASSIC

Classic looks stand the test of time and never go out of style. Think traditional shapes - rounds, ovals and rectangles with *Transitions Signature* lenses featuring iconic colors - gray, brown and graphite green.

A twist on the classic look is to pair a tortoise shell, black or metal frame with one of the new *Transitions Signature* style colors - sapphire, amethyst, amber and emerald.

### DOWN-TO-EARTH

Pair a laid back attitude with style - pull inspiration from the great outdoors with textures, colors and patterns to create a nature-inspired look in the best way possible.

*Emerald Transitions Signature* lenses pull cues from nature and pair well with frames featuring earthy tones.



**EMERALD**  
LENSES

**BOLD**

Anything bright and bold makes a dramatic statement. When it comes to bold eyewear, pair chunky, oversized frames with a vibrant lens color. For an even more dramatic look, add *Transitions XTRActive* style mirrors.

*Sapphire Transitions Signature* lenses pair well with primary colors and geometric patterns. This bold, colored neutral is versatile and can be paired with vivid colors.



**SAPPHIRE**  
LENSES



**AMETHYST**  
LENSES

**MOD & RETRO**

Embrace a throwback vintage style with cats-eye or wayfarer frames or rock a modernized, intellectual look with round frames. This look can be monochromatic and effortless.

Metal frames in gold, rose gold, silver or gunmetal are perfectly complementary to amethyst *Transitions Signature* lenses. The lens color takes on different personalities when paired with metal frames and is a unisex look that is stylish for all ages.

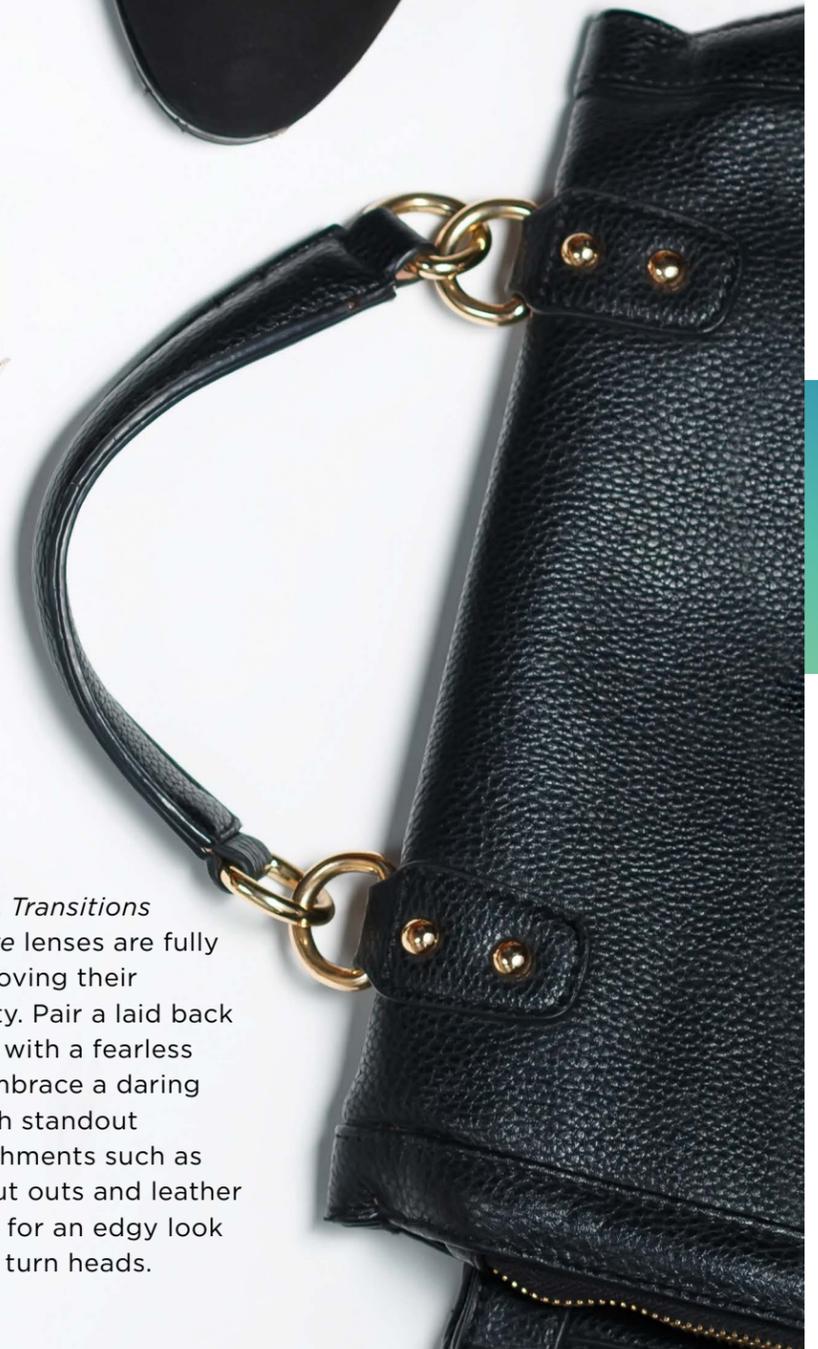


**DAY**

As easy and timeless as jeans and a white T-shirt, classic frame shapes such as rounds, rectangles or aviators pair perfectly with *Transitions Signature* lenses featuring iconic colors - gray, brown and graphite green.



**GRAY**  
LENSES

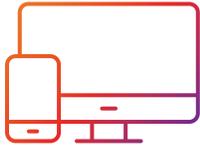


**NIGHT**

At night, *Transitions Signature* lenses are fully clear, proving their versatility. Pair a laid back attitude with a fearless style. Embrace a daring look with standout embellishments such as studs, cut outs and leather accents, for an edgy look that will turn heads.

## STAYING ON TOP OF **EYEWEAR TRENDS**

Eyewear and fashion trends are ever-changing and it's important to stay on top of the hottest trends. There are many resources to help eyecare professionals and patients put their best face forward.



Visit [TransitionsPro.com](https://www.TransitionsPro.com) or [Transitions.com](https://www.Transitions.com) for more on the portfolio of *Transitions* lens products.



Eyecessorize, a campaign from the Vision Council, offers a breadth of resources on eyewear fashion and trends. Learn more at [eyecessorize.com](https://www.eyecessorize.com).

**Transitions.com**  
**TransitionsPRO.com**



### **SHEENA TAFF** | *Eyecare Professional Contributor*

Sheena Taff, Optician and optical blogger, is dedicated to sharing her passion for eyewear artistry, pairing wearers with smart and stylish frame and lens combinations. Through her blog, [OpticianAboutTown.com](https://www.OpticianAboutTown.com), Sheena inspires eyeglass wearers to create the perfect eyeglass wardrobe. For more advice on pairing frames and lenses, visit Sheena's blog or follow her on Instagram [@optician.about.town](https://www.instagram.com/optician.about.town).