

RRP	STYLE						
	BASIC	CLASSIC FASHION		DESIGNER FASHION	PREMIUM		
>\$500				Bottega Veneta	Atelier By Silhouette Balenciaga Chopard Emilio Pucci Face A Face Face A Face Titanium Marni Mont Blanc Oga Titanium Orgreen ProDesign Titanium Robert Ruderger		
\$450-\$500		Celine Exalto Freigeist Titanium Freigeist		Alexander McQueen Bellinger Celine Dior Gucci	Hugo Boss Titanium Lanvin MCM Porsche Design St Laurent	Coco Song Cogan Titanium Jimmy Choo	
\$400-\$450		Dilem TODS		Boss Dior Dunhill Escada Fendi Givenchy Hugo Boss	Jimmy Choo Marc Jacobs Roberto Cavalli Stella McCartney Tom Ford Zegna	Oga Silhouette Titanium Silhouette Swarovski	
\$350-\$400		Chantal Thomass Cogan De Stijl John Lennon Kenzo	Nina Ricci Oxibis Sign Skaga Titanium Spine	Vinyl Factory WOOW	Byblos Caroline Abram Chloe Christian Lacroix	Marc Jacobs Salvatore Ferragamo Valentino Zac Posen	
\$300-\$350		Adidas Dragon Etnia Jaguar Jonathan Saunders Karavan	Koali Les Lunettes de Jean Lightec Marc O'Polo Marc O'Polo Titanium Nike Titanium	Pilgrim Titanflex Titanium Vanni	DSquared2 Max Mara	Lafont ProDesign Rodenstock Titanium	
\$250-\$300		4 Contra 1 adidas kids Airlight Airlock Titanium Ana Hickmann Brendel Carla Zampatti Charmant Blue Charmant Titanium Columbia Titanium Convertibles Titanium Crush Titanium Davidoff	Diesel Evatik Evatik Titanium FYSH Guess Hickey Freeman Jai Kudo Joop Kliik Linea Roma Marc by Marc Jacobs Marius Morel Mark Vincent	Menrad Optical NIKE Neubau Nomad Police Reflex Rodenstock Skaga Ted Baker Titanflex Wayne Cooper Titanium YOU'S	Anna Sui Calvin Klein Platinum Furla Kate Spade Max Mara Oroton SEIKO Titanium William Morris William Morris London		
\$200-\$250		Ad Lib Titanium Airlock Alterego AMQ Anne Klein BEBE Carla Zampatti Carrera Charlie Brown Calvin Klein Collection Clikons Cole Haan Columbia Convertibles Dana Buchman David Lawrence Dutz Flexon	Humphreys Jag Jo Baxter Joules JK London Just Cavalli Kate Spade Kensie L'Amy MAKO MAKO Titanium Matrix Titanium Momi Nautica Nicola Finetti olo Titanium Onyx Oxydo	REEVA Collection Rocco Rodenstock Safilo Sass & Bide Stellini Stepper Eyewear Superflex T-Charge Titano Titano Titanium Trent Nathan Wayne Cooper Youpi Zana and Max			
\$150-\$200	Cubik Ebony Gemini MAZE + Sceats Kidz	Aura Flex Aura Flex Titanium Bellocchio Calligraphy CAT Charles Stone Colori Cova Cova Titanium Crush Dirty Dog DVF Ezy Flex G-Star Hello Kitty Humphreys Kids Joseph Abboud	Lacoste Kids Levis Lulu Castagnette Marchon NYC Matrix Morgan Morrissey Nike Kids Nine West Oak Oliver London Paparazzi Pepe Jeans Petite Petite Kids Pierre Cardin Rocco	Senses Senses Kids Slazenger Slazenger Kids Superflex Kids Timex Titeuf TMX Van Staveren Van Staveren Kids Van Staveren Titanium YOUPI Kids Zoobug			
\$100-\$150	Altair	Bill Bass Danati Owlett Kids	Sceats Senses Kids				
<\$100	Candice B Capri Evoque Gemini Essentials Jon Lee MAZE MAZE Kids Spinach	Capri Kids Gemini Essentials Kids					

This Style Guide positions all 200+ Preferred Supplier frame brands on a matrix grid by styling category and by suggested retail price band. This serves as a key reference point when considering new frame brands to fill identified range gaps.

Suggested retail price points have been determined in conjunction with frame suppliers where available, or set to reflect a market-competitive retail price based on net cost price and a realistic margin expectation.

Suggested retail pricing may vary for your practice depending on patient demographic so treat suggested prices as a guide only.