

2015 Spring

REMEYEWEAR
800.423.3023

DIMENSIONS

REM Eyewear Introduces...

SPINE

A Revolution in Eyewear Performance

Every relationship has a little tension, and the relationship you have with your eyewear can have the perfect amount of tension that gives your head a hug – keeping your frames where you want them with ground-breaking fit and comfort.

SPINE Eyewear features a patented segmented hinge and cable system that flexes the temples in all directions, including inwards, securely holding the frame in place on your head – eliminating the need to constantly push your eyewear back up your bridge. Holding eyewear in its proper place is a significant feature when involved in activities, and a vital one for the proper fit of multi-focal lenses. Simply put, the fit, feel and function of SPINE Eyewear is unparalleled.

The development of SPINE Eyewear is a unique global collaboration between U.S.-Based REM Eyewear, Canadian supplier Centennial, and Mondottica's UK and Hong Kong based companies. Their combined talent has created a fashionable collection, packed with quality features and manufactured with perfection. REM will distribute SPINE exclusively in the U.S. market, while Centennial will service Canada and Mondottica will serve other international markets.



For additional information on SPINE call **800-423-3023** or visit www.SPINEOptics.com or REMEyewear.com



REM Eyewear's Annual Global Sales Meeting

REM recently hosted the annual global sales meeting (GSM) which brought together 60+ sales reps from all over the world. Historically held in Las Vegas, this year the REM team gathered together in the Sun Valley, CA headquarters to share exciting information, such as the January launch of SPINE and the upcoming introduction of Jonathan Adler Eyewear. The Converse Custom program also wowed everyone as customization is on trend for the Converse consumer.



Family Business Thrives

A Letter From Our CEO

If you look back 25 years at the companies that led the frame distribution business in the U.S., and compare that list today, it's a remarkable reality to learn just how changed this business supply chain has become.

Companies like Avant-Garde and Starlite were swallowed by their suppliers, in these cases Luxottica and Safilo, respectfully. Rodenstock and Menrad retreated closer to home in Europe, giving up pursuit of the American frame market. And others just disappeared, like Marine, Universal, Univis, Martin Copeland, Renaissance, Rainbow, Optyl and Swan.

Through the haze of change, REM has continued to serve its customers with consistent family care for more than six decades. To REM, it's all about taking care of those who place their trust in the company. That requires a certain concierge attitude that begins with a



Gerry Hundert & Mike Hundert

point-of-view that everything is possible. REM's steadfastness and focus on perpetual improvement of customer experiences has brought the Southern California company into the top ten of American frame suppliers.

Still family-owned by Mike Hundert and his sister Donna Gindy, they organize REM's global growth within the context of their stated values of **Trust, Collaboration, Quality, Respect, Imagination, Wisdom, and Commitment.** "Globalization is important for our company to earn the

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position to align with more significant brands that in turn drives the business stronger. When the business is stronger everyone benefits from enhanced products and services," states Hundert.

"Pride in the pursuit of happiness" is a Hundert objective. "We are always searching for ways to make people happy, including ourselves. That is our

"Doing business with REM is easy. Their marketing is a step ahead of everyone's and helps create the boutique atmosphere here."

Dr. Elizabeth K Groetken
Groetken Family Eyecare

"REM provides us innovative designs with great attention to detail, matched only by its great customer service."

Todd Hamilton, OD
Owner/Principal
Image Eye Care

"I have the biggest frame selling ratio in our store with REM frames. They are very easy to sell."

Jill Mallanes
Insight Family Vision

"Whenever we place an order, whether it be online or by phone, it always arrives quickly and accurately. We love REM."

Lisa Otte, ABOC
Optical Supervisor

"They have excellent customer service and stand behind their warranties. They even have a warranty designed especially for kids against loss and breakage!"

Megan
Lifetime Optometry

"...From quality, hand-crafted frames in John Varvatos, to the cutting-edge frames in Converse, REM has the frames our patients want."

Jason Whitten, ABOC,
Sr. Optician
Baxter Eye Care

fundamental goal," adds Hundert. "We're a family business, and that allows us to often ignore financial implications to do what is right for the customer."

Many customers believe REM is achieving its goals, as stated by some of them recently.

"REM's warranty on children's frames ("Kid's Promise") is the best in the business, and I love the fact I don't have to ship anything back. And Joan in customer service (REM's very first non-family member employee in her 40th year) is awesome."

Paula Werobel ABOC
Director of Optical
North Suburban Vision Consultants

"Of all my frames sold, REM is in the highest 1st or 2nd place in percent of profit and units sold."

Joseph J. Sinnott
Optician
Clearvision Optometry

"They have collections that span age groups.... Online ordering is fast and easy. Product arrives quickly, including replacement parts, something rare today."

Kelly
The Eye Place
Windermere, Florida

"We love the variety and quality of the brands."

Kris Johnson, BS
General Manager
Pearle vision of Waterford

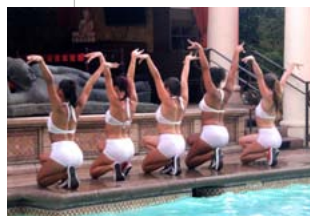
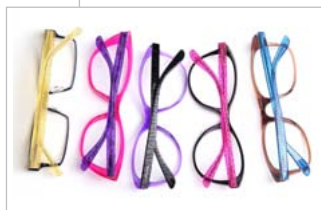
"Since we were chosen...to receive the John Varvatos window wrap, the Varvatos sales have soared. "

Laura Sternberg
Practice Manager
Visual Perceptions Eyecare

Converse Custom Unveiling at Vision Expo West

Converse, a pioneer in customizing fashion, and REM, now bring personalization to eyewear with Converse Custom kiosks – a game-changing offering that allows consumers to create their own eyewear at independent eyewear retailers in the U.S. Complete with an assortment of Converse frames, and a built-in iPad, the kiosk becomes a place for consumers to build their eyewear by choosing their style and selecting from a variety of laser engraved designs.

Last year's Vision Expo West served as the launch platform for Converse Custom with REM employees, partners and customers creating their own eyewear and celebrating with a party at Tao Beach. Guests enjoyed cocktails, small bites and a synchronized swimming performance from the Aqualillies!



Aqualillies Performance

Interested in carrying Converse Custom, or learning more?
Schedule a viewing with your REM sales representative,
or call 800-423-3023, today!

CONVERSE EYEWEAR

January 12th- March 31st
Purchase 6 Converse
Optical or Jack Purcell
Optical and receive a
Converse beanie.

Stretchy, fine knit
Ribbed turn-up cuff
Converse All-Star applique
Assorted colors
MSRP \$25.00



Call for complete details 800.423.3023
www.remeyewear.com

While supplies last. No substitutions. For US independent customers only.



St. Jude Children's Hospital Fundraiser at REM

In February 2015, REM Eyewear held a fundraiser to support the efforts of St. Jude Children's Hospital – a non-profit dedicated to finding advance cures, and means of prevention, for pediatric catastrophic diseases through research and treatment. To contribute to the organization, REM hosted a bake sale, eyewear sale (donated by MADE Eyewear) and flower shop, raising more than \$440 for the worthy cause.

Special thanks to all REM employees who made this fundraiser successful!



Coming Soon...

REM to Launch Jonathan Adler Eyewear

Announced in September 2014, REM Eyewear and Jonathan Adler Eyewear have signed a licensing agreement to produce women's eyewear, set to launch in March 2015 at optical and department stores. This is the latest addition to Adler's assortment of fashion accessories, which includes handbags, scarves, wallets, men's neckwear, and socks for men, women and children. The eyewear collection will include sunglasses, readers and optical frames distributed globally.



Notable Press...



Top Ten by Collection:

Converse All Star: Q004, Newsprint, Q007, Q014, Q006, Dj, Q001, Stencil Kit, Q009, Q005

All Star Sun: B006, Master Track, B004, Lead Guitar, Reel, B005, B007, Pedal, Line Up, All Access

Jack Purcell: P003, P006, P005, P001, P008, P002, P007, P004

Jack Purcell Sun: Y003, Y002, Y006, Y001, Y005, Y004

Converse Kids: Why, K007, Yikes, I Don't Know, K004, Zing, K003, Bold, Wait For Me, K002

Converse Cons: R001, R005, R004, Shot Clock, On Deck, On Your Mark, R002, R003, Buzzer Beater, In The Mix

Jones New York: J473, J732, J748, J460, J746, J730, J747, J457, J474, J459

Jones New York Petite: J211, J128, J214, J134, J127, J136, J219, J223, J221, J131

Jones New York Men's: J334, J320, J519, J343, J517, J344, J516, J512, J326, J341

John Varvatos: V361, V348, V145, V336, V149, V150, V132, V147, V349, V111

John Varvatos Sun: V774, V788, V792, V791, V784, V786, V781, V756, V787, V779

Tumi Optical: T105, T100, T311, T108, T300, T106, T101, T110, T109, T304

Tumi Sun: Thatcher, Talmadge, Kawazu, Tacoma, Tatara, Bolte, Brooklyn, Barrow, Bassano, Coronado

Lucky Brand Spectacles: Emery, Porter, Kona, Seascape, Zuma, Vista, Tropic, Michelle, Pipeline, Coasta

Lucky Brand Kids: Smarty, Busy Bee, Zak, Jade, Favorite, Double Stitch, Stephen, Peppy, Dynamo, Spark Plug

Lipstick: Go Green, Jealous, Spot Light, Pirouette, Dress Up, Oh So Pretty, Sprinkles, Naughty, So Haute, Instincts

Surface: S101, S307, S300, S103, S107, S302, S108, S109, S110, S308

Indie: Moscow, Theresa, William, Judith, George, Shanghai, Catherine, Eveanna, Jeffrey, Mary

Visualites: Vis1, Vis5, Vis7

Discontinued Frames:

Converse: Apparatus, B001, B008, Back Light, Ballroom, Blacktop AF, Build AF, Buzzer Beater, City Limits AF, Composition, Court Feel, Defiance Black, Devise Navy, Digital, Drop In, Endorser, Experiment Pink, From There Silver, Front Man, Free Spirit Brown & Purple, Freestyle Brown, Full Color AF, Full View, Good Find AF, Grab Black, Hustle Blue & Olive, In Focus, Initiate Black, In The Mix, Luminosity, Malden, Merch, Monitor Black Crystal, Mojave Burgundy & Charcoal, New Crayons AF, Next Exit, Nitro, On Your Mark, onto Something Gunmetal & Navy, Opening Band Black & Gold, Pick Up, Popsicle Stick AF Black, Pink, Purple & AF Tortoise, Passing Through Smoke & Tortoise, Q002 Black, Q016 Blue, R003, Reel, SCENBLA, Sketch Book, Spare Change, Stitch Blue, The Tall Tale Teller, To Where Purple, Turmoil Wine, Undermine Navy, Unamrked Trail Gunmetal & Navy, Unleash, Wavelength Purple Glitter, Way Out AF, We'll See, Which Way Brown, Yearbook, Z001, Z002

Tumi: Brooklyn, Compatto Black, Kawazu Brown, Stari, Thatcher, Tacoma, T107 Black & Gunmetal, T300 Black & Tortoise, T301, T303, T305 Black, T306 AF Black & AF Brown, T308, T309

John Varvatos: V103 SG Cream, V126, V127, V130 Black & Pewter, V134,

V137, V138, V139, V140, V330, V332 Amber & Tortoise, V334 Black & Brown, V335 Smoke, V339AF, V340, V341 Black, V342 Black & Chianti, V343, V344 Brown & Brown AF, V345 Black & Chianti, V347, V750 Black, V756 Tortoise AF, V762, V774 Black AF, V775, V778, V781 Khaki, V785, V789, V906

Jones New York: J120, J122, J124, J130, J132, J209 Red, J210, J216, J217 Purple, J312, J322, J328, J338, J446, J461 Burgundy, J463 Teal, J468 Red, J471, J500 Tan, J509 Black, J513, J718, J719 Brown, J725 Plum & Sienna, J729 Black Tortoise, J736, J742 Black, J745 Pink & Purple, J749 Purple & Tortoise, J751

Lucky Brand: Aurora Gold & Silver, Break Time Brown, Carmel Black & Olive, Capitola, Casey, Cliff AF, Gypsy Purple, Interlude Black, Jefferson Black, Local Black & Tortoise, Penny, Route 66 Brown & Red, Solana Tortoise, Summer, Sun Kiss Tortoise

Lipstick: Slammin, French Kiss Brown, Model Behavior

Indie: Bruce Black, Burt Tort & Gunmetal, Farrah Brick, Janice Pewter, Karen Purple, Mark Pewter, Peter Black & Tortoise, Scott Black



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