

On behalf of Vision Expo, we sincerely thank you for being with us this year.

Vision Expo Has Gone Green!

We have eliminated all paper session evaluation forms. Please be sure to complete your electronic session evaluations online when you login to request your CE Letter for each course you attended! Your feedback is important to us as our Conference Advisory Board considers content and speakers for future meetings to provide you with the best education possible.



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Experience EXPO With Us! 


- Innovation Stage - Exhibit Hall – The Bridge (Booth P14051)**
Our Innovation Stage sessions feature free, promotional content for all attendees.
- OptiCon General Session: A Conversation with Scott Shapiro, Presented by United Opticians Associations (UOA) - Thursday, Sept 19 - The Bridge (Booth P14051)**
Join us for a conversation with Scott Shapiro, CEO at Europa Eyewear/STATE Optical Co./AO Eyewear and the Chairman of TVC Board.
- Patient Choice Awards - Friday, Sept 20 - Exhibit Hall – The Bridge (Booth P14051)**
- Exhibit Hall Hours**

Thursday, Sept. 19	9:30am – 6:00pm
Friday, Sept. 20	9:30am – 6:00pm
Saturday, Sept. 21	9:30am – 3:00pm



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Curating Frame Collections



Cira Collins, ABOM, MPH

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Cira Collins
ABOM, MPH



- 19 years in the Optical Industry
- Director on 2 Boards: ABO-NCLE and GoodVision
- Most Influential Women in Optical: Rising Star category 2024
- Corporate and Private Practice Experience
- Dispenser, Buyer and Vendor
- Currently representing Lafont in the PNW
- Returned Peace Corps Volunteer
- Master of Public Health, International Health and Development – Tulane University

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Class Overview

- Define your optical as a gallery that needs curation.
- Learn new ways of curating within a collection
- Share ways to curate collections against each other
- Become forward thinking in your frame curation process by developing plans for migrating your frame gallery for your future patient.

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Get out your smart phones

We will be using Menti to interact today. To engage, you will need to join the Menti session on your smart phone or laptop.

Make sure you have signal or are connected to the conference Wifi.

To use the QR code on the next page, open your camera.

Point your phone at the QR code on the next page. When your phone has read the code, it will give you a spot to click. Click on it!

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Are you in?

at Mentimeter



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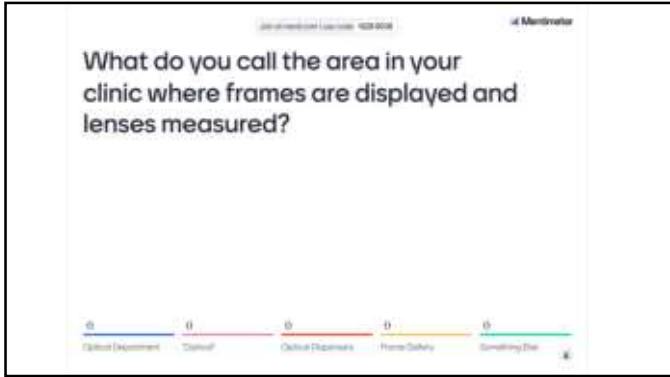
Why Should You Care?

Corporatization of Eyecare
As practices are purchased, data analytics are more frequently used to do frame buying. You need to be an artist.

Visual Language
Frames are a combination of design and function. The design elements are a visual language and difficult to codify.

Artificial Intelligence
Current AI is only reflective of the data, which is always informed by the past.

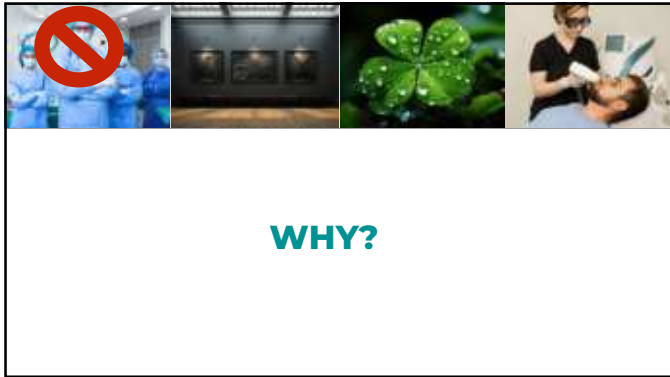
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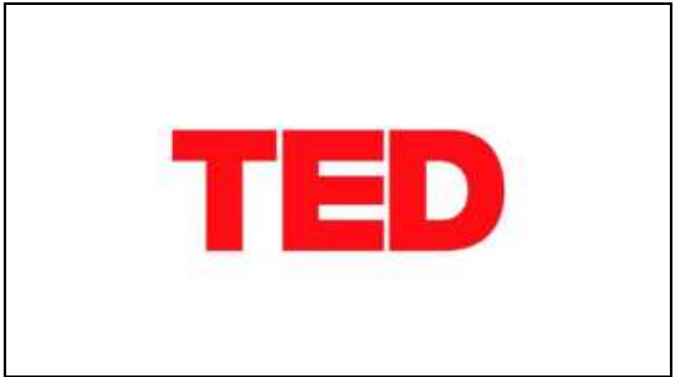
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We no longer sell eyewear

We sell an Eyecare Experience



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Dictionary
Definition from Oxford Languages, updated 2023

curation
April 1978 (n)

Meaning:

- the action or process of selecting, organizing, and looking after the items in a collection or exhibition.
- the quality of the selection was defined by my experience as an artist.
- the selection of artifacts or performance that will feature in an arts event or program.
- Frank a former CEO with a strong conviction about the brand's future?
- the selection, organization, and presentation of books, records, memorabilia, information, etc., usually using professional or expert knowledge.
- selection of items viewed that is, selected to their business can be an excellent way to show their

So we curate the product in order to provide a better experience.

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A curated frame collection is a visual invitation to delight.

It is the visual representation of you as an optician and what you want for your people: clients/patients/friends/customers/family.



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What happens if you DON'T curate?


Data only curation yields the most popular colors, sizes and shapes.

We regress to the mean.

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So which of your lines needs curation?

- All of them, to some extent.
- The deeper you go in a collection, the more it needs curation.
- Your luxury lines should be curated by YOU!



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Being an optician is the perfect combination of skills:

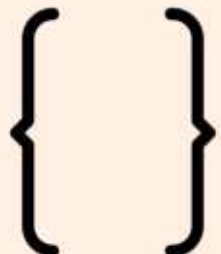
		
Science	People	Art
Optics, Anatomy, Geometry, Manufacturing, Disease Mechanism, Trigonometry, Fitting, Manufacturing	Customer Service, Billing, Encouragement, Emboldening, Discovering Needs, Meeting Them	Frame Styling, Transforming Self Images, Projecting Personality, Color Analysis, Fashion Forecasting,

FRAME BUYING 18

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Curating Within A Collection

A collection is a brand or a segment. All pieces in a collection are made by the same company




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Bringing in a new collection is exciting!

Before selecting the very first frame:

1. Have a buying strategy.
2. Know what you need the collection to accomplish.
3. Give yourself space and time.



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Buying Strategy

- How many pieces – before or after
- How influenced you choose to be by programs or promotions.
- The timeline
- The methods you will employ to make decisions
- What else?

YOU decide how you will buy.



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How many collections should you have?


As few as necessary to meet the needs of your patients.

How many pieces should you carry of any collection?

Exactly as many as it takes to represent the collection until there is a reason to change that number.

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Minimums and Promotions



MINIMUMS

- In addition to asking about minimums, ask how many pieces successful accounts carry.
- While meeting the minimum is needed to carry the line, do not look to only do the least. If you want the line to be successful, work with your rep to be successful.

PROMOTIONS

- Being flexible can save you money.
- Being rigid can save you money.

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The Timeline


Promotions may be time bound, but you decide when to buy.

Pull the trigger before you have holes in your board.

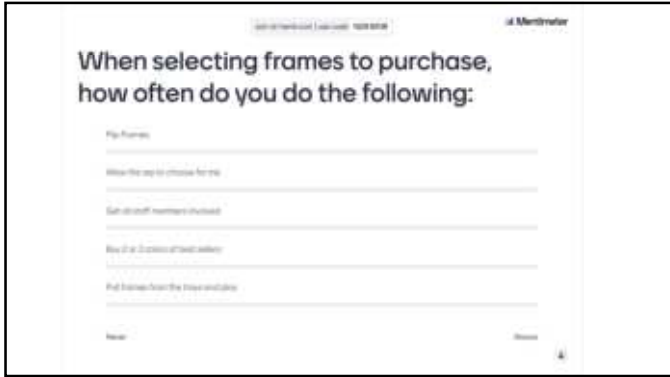
Use buy-down and buy-back strategies to make space.

Schedule your rep rotations to control your cash flow.

If you have a regular rotation and spacing reps out, you are creating a constant flow of NEW product.



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Method 1: Flipping

<p>PROS</p> <ul style="list-style-type: none"> • Fast • Easy for your rep • Allows you to see all colors in a frame at once 	<p>CONS</p> <ul style="list-style-type: none"> • Difficult to keep track of color, size, style • Difficult to keep count • You risk stopping because you've reached the number, perhaps before the piece you need shows up • Your favorite color may dominate
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Method 2: Rep Does It

<p>PROS</p> <ul style="list-style-type: none"> • You give all accountability to the rep to help you be successful • Fast • Good for commodity lines • May lead to getting what is in stock, more expensive or what the optical down the street purchased • Promotes trust 	<p>CONS</p> <ul style="list-style-type: none"> • Zero control • Difficult for your team to be invested in pieces they did not select • You don't develop buying skill for all categories
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Method 3: Team Buying

<p>PROS</p> <ul style="list-style-type: none"> • Universal buy-in • Multiple perspectives • Every team member sees all colors <p>Consider Using Brand Ambassadors</p>	<p>CONS</p> <ul style="list-style-type: none"> • Slow • Disagreements • The collection loses cohesion • Your favorite color may dominate
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Method 4: Multiple Bestsellers



PROS

- Totally data informed
- Very cohesive
- Easy to migrate/reorder

CONS

- Does not represent the depth of the collection
- If a piece does not work for your demographic you have multiples to exchange or sell down
- Data is based on past behavior, not what people will buy

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Method 5: Active Curation

PROS

- Collections make visual sense
- Colors, sizes, shapes are balanced
- The collection is as tight as possible, no piece is extraneous or doesn't fit
- You can see frames in groups of 3 or 5
- No color is overrepresented
- Allows you to see trends in what is selling

CONS

- Slower
- Requires space
- More work for the rep

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Steps to Active Curation

Organize the best of the collection into logical groups by color, shape, pattern

- View the entire collection, pulling favorite pieces without regard for a final number
- Within each group, cull down to groups of 3, 5 or 7 removing duplicates, frames you like least

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This simulates what designers do.

Eliminate any groups that are duplicative and establish group sizes for subcollections like children's, sunglasses

Eliminate any pieces that do not have a home

Take photos so you can display your frames as you have curated them

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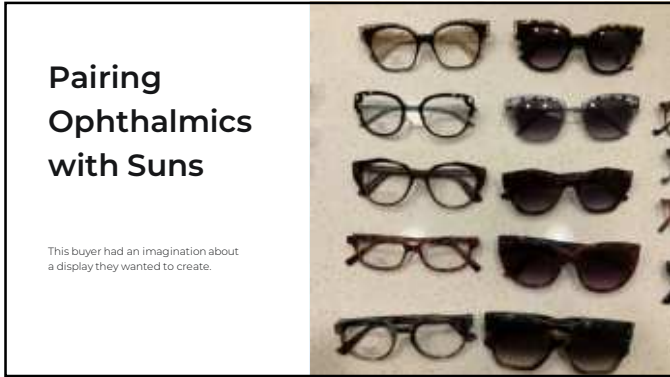
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- Each subgroup is tight
- Color is repeated but not the same
- Different constructions are represented
- Different sizes are represented

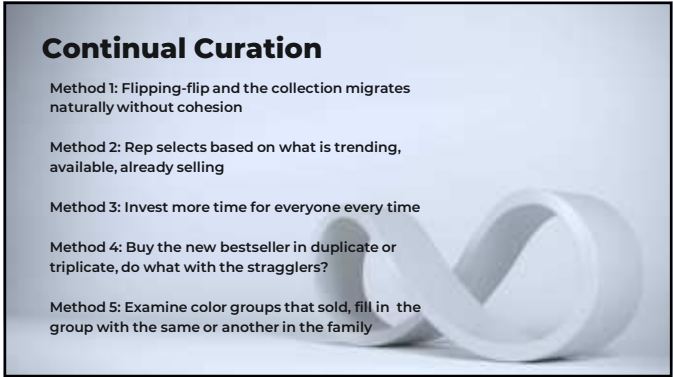
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A men's subsegment represents different sizes, thicknesses and colors

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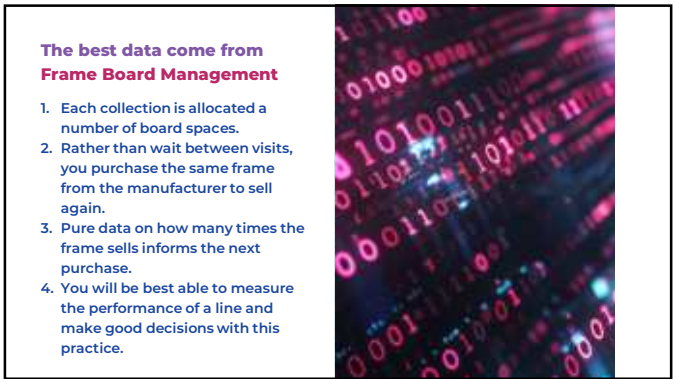
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Calculating Frame Turns with Frame Board Management

- 1 Find the number of pieces sold (or purchased) in a given period of time
- 2 Divide the number of pieces sold by the number of slots allotted
- 3 Annualize the number by multiplying by the appropriate number to reach one year



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Example 1: Family Eye Care

In the last 4 months, we sold 23 pieces of Brand X frames. There are 50 board slots allocated to allotted Brand X.

23 Sold / 50 Slots = .46

4 months x M = 12 months, M=3

.46 x 3 = 1.38 Turns

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Example 2: Double Vision

Double Vision doesn't use FBM, nor do they have an inventory system to report on sold pieces. When they originally brought in Brand X two years ago, they purchased 47 frames. In the last six months, they have purchased 27 frames and now they have 52 on the wall.

27 frames purchased/ What?


If we use the original purchase, 27/47 = .57

6 months x M = 12 months, M = 2

.57 x 2 = 1.14 Turns

If we use the current collection we get 1.04 Turns

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What is a good turn?


It's all relative.

Almost always, your highest price line will turn less than your lowest. That's economics.

A high turn in a value line does not mean you should give it more spaces.

Profitability of the line is ultimately the indicator. Profit = Revenue - Cost

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Frame Board Management will increase your turns overall.

If you have the best pieces in stock because you reorder them, you will sell more of them.

You will also uncover programs, incentives and rebates when you do this.

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How do you know if a piece is good and should be reordered?

- All responses to your question will be almost there
- Each response can be up to 500 characters long
- Then an voting to let participants vote for their favorite

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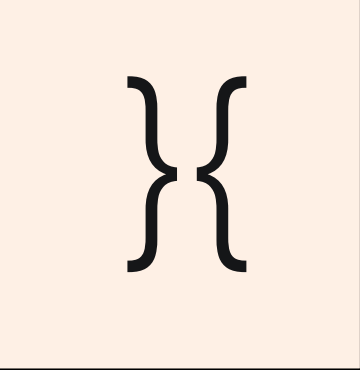
Systems for keeping track

- 1 Saving the price tag and saving in envelopes or drawers by vendor
- 2 Writing down frames that are winners in a frame board ordering book
- 3 Ordering right away
- 4 Running reports including days on the shelf



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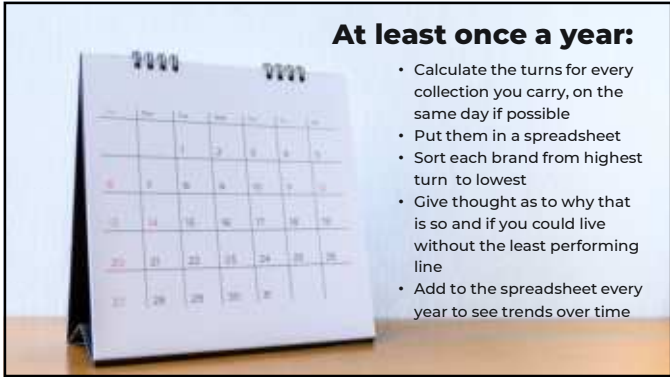
Curating Between Collections



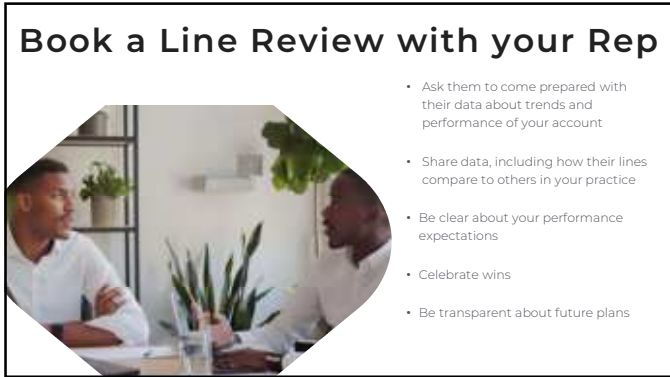
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Line Review, Continued:



THOUGHTFUL
About reasons why the performance is up, down or the same.



CONVERSATIONAL
Allows the business partner to suggest strategies.



CLEAR ASK
Ends with agreement about what you will each be doing next.

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Cut at least a line a year



If you intend to evolve your collection over time, you will need to cut.

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But How?

- 1 Present the data to your rep
- 2 Review the strategies you have tried and let them know you will not be continuing with the line
- 3 Agree to sell the line down or find a strategy for a swap out
- 4 Put the line on sale



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Then what?

- Assess if the demographic you were servicing with that line is still coming to your practice
- Rekindle the conversation with the lines you have had your eye on
- Think about the next trend
- Consider a higher price point
- Do not wait until all the previous line is sold before pulling the trigger on the new addition.



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Develop a Table

You will use this to meet your demographic needs.

X-axis: Your Values

Ideas for the X-axis:

Price Points, Men's/Women's/Children's, Sizes, Origin, Construction,

Y-axis: Demands by your demographic

Ideas for the Y-axis: Titanium, Men's Flex, Teen Trends, Women's Colorful, Branded Luxury

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Exercise:

- 1) What do you think of this assortment?
- 2) How much time do you think this buyer spends with reps?
- 3) Does it feel like frame gallery?
- 4) How many pieces do you suppose this gallery carries?
- 5) Would you feel confident you would find something here?
- 6) Would you shop here?

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Example 1: 20 Reps, 22 Brands

Demographic	Value/Price		
	Covered by Insurance	\$200-\$350	\$350+
Men's Metal	Aristar	ProDesign	Orareen
Men's Acetate	Aristar	ProDesign	Cutler and Gross
Men's Flex	SuperFlex	Flexon	OVVO
Men's Senior	Aristar	X	X
Men's Branded Luxury	X	X	Cutler and Gross
Men's XL	Aristar	Randy Jackson	Orareen
Independent Men's	X	ProDesign	Orareen
Titanium	X	Charmant	Blackfin
Brilliant	X	X	Lindberg
Social Mission	X	Uti	X
American Made	X	State	Randolph
Classic/Preppy			Oliver Peoples
Vintage Inspired		Seaphin	American Optical
Ultra Lightweight	Aspide		Lodi
Baby	Dillo Daini	Lafont	X
Children's Flex	X	OVVO	X
Children's Acetate	Jilly Pulitzer	Lafont	X
Children's Metal		Lafont	X

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Example 2: 12 Reps, 12 Brands

Demographic	Value: Construction	
Need	Metal	Acetate
Color	Orgreen	Lafont
Chunky	JMM	JMM
Lightweight	Mykita	Mykita
French	Lafont	Lafont
Japanese	Masunaga	Matsuda
Petites	Anne et Valentin	Anne et Valentin
Rounds	Kala	Kala
Cateyes		Francis Klein
Preppy	Barton Perreira	Garret Leight
Titanium	Theo	X

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What demographic categories do you need frames for?

focus bold leader
creative
fast
transpiration

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Curating Over Time



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Write it Down!
Make it a point of writing down every time a patient says something they are looking for that you don't have. It's gold.

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Even Better


- Capture their name and contact information and let them know when you bring in something matching that description
- Offer an additional percentage off when they do buy from you
- Attend shows, take pictures, gather cards
- Make a Pinterest board of frames that you are drawn to FOR YOUR PATIENTS



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Welcome Frame Reps

- In your gallery, provide a warm welcome
- Share your intent with gatekeepers
- Communicate a short timeframe
- Make notes
- Set clear expectations



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• Shop at shows for what your patients aren't finding with you now.

• Make notes about the demographic categories each line you see might fit.

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One a Year

Migrate your collection too fast or slow and you lose loyals.

GENERALLY GO UP IN PRICE
Consider your team's ability to sell higher price points

INVEST IN TRAINING
Both for brand and sales skills

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Announce the new arrival

SOCIAL MEDIA






- Web assets from new vendor
- Make a series: why, who, what, invitation, call to action

FRAME STYLING EVENT

DISPLAY HEAVILY


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Constant Curation will:

-  DELIGHT YOUR PATIENTS
-  BE PROFITABLE
-  DRIVE ENGAGEMENT
-  OUTPACE PA/AI
-  KEEP YOUR ARTISTRY

All of this to drive your FRAME GALLERY to best represent *you*.

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Your feedback is taken very seriously. Please evaluate this session.

Reach out at cira@cira.me

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