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FOURPLUS MEDIA

Every new year brings with it the promise of fresh beginnings and refreshing hopes. And 2012 is no different. **VisionPlus Arabia** wishes all its readers a very fruitful and fulfilling new year. We are sure that this year will be an important one for the optical industry.



MARCHON

With the Middle East's luxury market enjoying a robust growth, the region was a key focus for many eyewear companies in 2011. Take the case of **Marchon Eyewear**, which opened its regional headquarters in Dubai early last year and has since trebled the number of key accounts it holds in the region.



MENRAD

Another good example is **Menrad**, which officially opened its Middle East subsidiary in October 2011 in Dubai. The company manufactures haute eyewear fashion for Joop!, Jaguar, Davidoff, Zeiss, and Morgan. And it believes that these brands will find a lot of favour with the discerning buyers in Middle East.



TWC - L'AMY

Amongst other optical companies that are betting on the Middle Eastern market is **TWC L'Amy**. This French group develops eyewear for brands including Balmain, Kenzo, Nina Ricci, Cerruti, Sonia Rykiel, and Rochas, and has established a firm presence in Middle East with its subsidiary. And it too believes that region has a very fashion conscious populace, who will appreciate the brands that TWC L'Amy brings to them.