



# style

STYLE  
COLLECTION  
GUIDE

Transitions™





Today's eyeglass shoppers desire the ability to personalize frames and lenses to stand out from the crowd. 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.

63

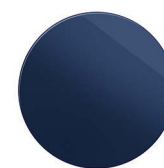
OF EYEGLASS  
WEARERS  
EXPECT THEIR  
GLASSES TO  
GIVE THEM A  
UNIQUE LOOK

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

Style  
COLORS

**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™* 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



*Transitions Signature* lenses  
in amethyst – unactivated  
and fully activated

Transitions<sup>™</sup>



# Transitions™ XTRActive®

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.

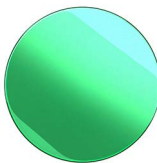
SELECT TRANSITIONS XTRACTIVE IN GRAY OR BROWN



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**

Transitions™

Indoors the mirror fades to a light reflection with a hint of color. Available in green, silver shadow, blue, gold, red or pink, the *Transitions XTRActive* style mirrors are a compelling second pair offering for clear and existing *Transitions* lens wearers.



*Transitions XTRActive* lenses in gray with blue mirror finish – unactivated and fully activated



# HOW TO PAIR 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 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.

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


+

=


**BROWN**  
FRAMES
 **AMBER**  
LENSES


+

=


**METALLIC**  
FRAMES
 **BROWN LENSES**  
WITH GOLD MIRROR FINISH


+

=


**BLUE TORTOISESHELL**  
FRAMES
 **SAPPHIRE**  
LENSES

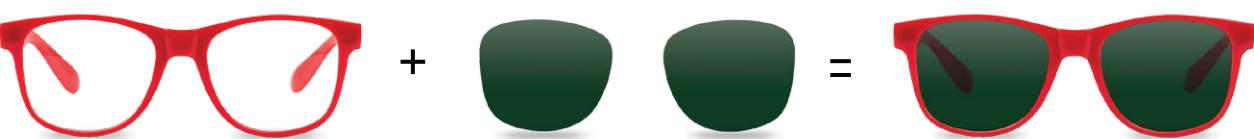
CONTRASTING

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.



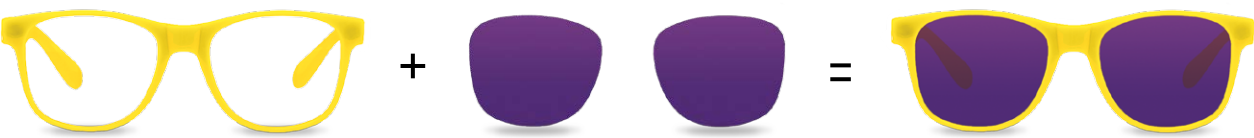
**RED**  
FRAMES

**EMERALD**  
LENSES



**BROWN**  
FRAMES

**SAPPHIRE**  
LENSES



**YELLOW**  
FRAMES

**AMETHYST**  
LENSES

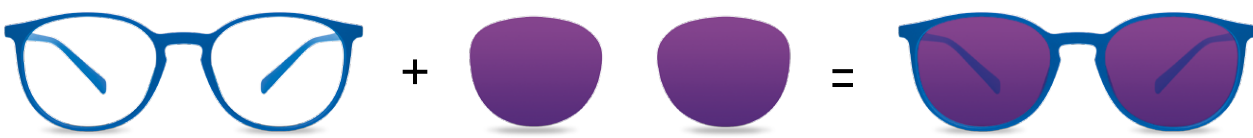
ANALOGOUS

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.

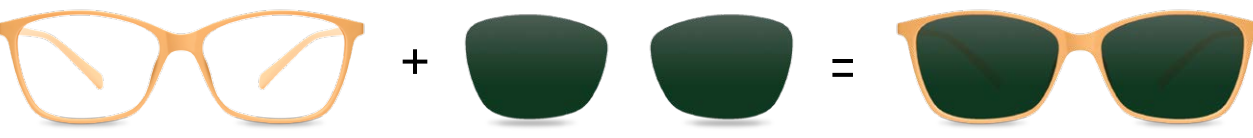
A blue frame pairs well with amethyst lens.

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

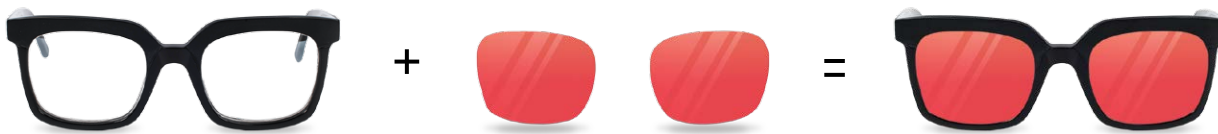
Consider frame styles and textures to make a statement or stay on-trend. In general, *Transitions* lenses look best in larger frames that work indoors and provide a sunglass look outdoors.

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.



**OVERSIZED**  
FRAMES

**GRAY LENSES**  
WITH BLUE MIRROR FINISH



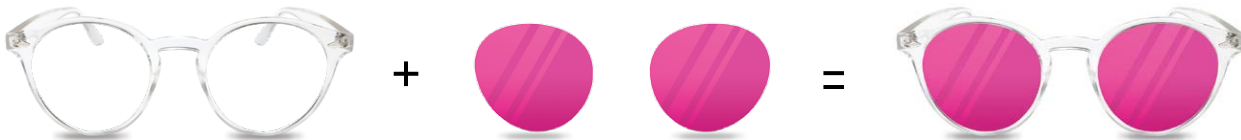
**CHUNKY**  
FRAMES

**BROWN LENSES**  
WITH RED MIRROR FINISH



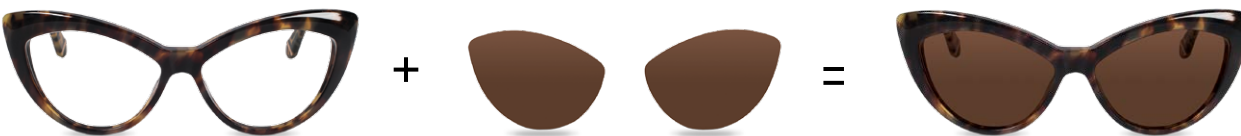
**SPORTY**  
FRAMES

**AMETHYST**  
LENSES



**TRANSLUCENT**  
FRAMES

**BROWN LENSES**  
WITH PINK MIRROR FINISH



**CAT EYE**  
FRAMES

**AMBER**  
LENSES



**METAL**  
FRAMES

**GRAY LENSES**  
WITH SILVER SHADOW MIRROR FINISH



# BALANCING STYLE & LIFESTYLE

Too many options can be overwhelming and lead to decision fatigue. Balancing the look the patient wants with lifestyle and visual needs can guide your recommendation.

More than 8 out of 10 consumers are bothered by light. To determine which *Transitions* lens is right, ask questions about how a day is spent.

**LIFESTYLE**  
Are you usually in and out? Do you spend a lot of time out and about?

**STYLE**  
What is your personal style in clothing, shoes and accessories? Do you have a favorite you wear? Do you want a timeless look, or something bold?

50%

OF CONSUMERS  
WILL **ABSOLUTELY**  
TRY *TRANSITIONS*  
LENSES IF  
**RECOMMENDED** BY  
AN EYECARE  
PROFESSIONAL

IN & OUT  
Prioritize clarity, speed to clear/activate

TIMELESS  
Go for iconic colors:  
gray, brown, graphite green

BOLD  
Stand out with style colors  
or mirrors

OUT & ABOUT  
Prioritize darkness, protection  
or specific outdoor activities

- Transitions Signature iconic colors
- Transitions Signature lenses style colors
- Transitions Vantage
- Transitions XTRActive
- Transitions XTRActive style mirrors





## 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

Transitions



## 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



## 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.

**AMETHYST**  
LENSES

Transitions





**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://TransitionsPro.com) or [Transitions.com](https://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://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://OpticianAboutTown.com), Sheena inspires eyeglass wearers to create the perfect eyeglass wardrobe.



*Transitions, Transitions Signature, XTRActive and Vantage are registered trademarks, and the Transitions logo, Chromea7 and Transitions Light Intelligent Lenses are trademarks of Transitions Optical, Inc. used under license by Transitions Optical Limited. ©2018 Transitions Optical Limited. Photochromic performance is influenced by temperature, UV exposure and lens material.*