

Oakland Vision Center Optometry is top independent eyecare business in U.S.



INVISION magazine honors America's Finest Optical Retailers

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Summary **Oakland Vision Center Optometry of Oakland, Calif., is the winner of the 2015 America's Finest Optical Retailers contest from INVISION, the magazine for American eyecare professionals.**

Details Oakland Vision Center Optometry of Oakland, Calif., is the winner of the 2015 America's Finest Optical Retailers contest from INVISION, the magazine for American eyecare professionals.

"From its strong customer service to its well-curated selection and lively online presence, Oakland Vision Center emerged as number one in a strong field of excellent independent eyecare businesses," says INVISION editor-in-chief Julie Fanselow.

Other top winners in the competition include Eye Candy Optical of Westlake, Ohio, second place; LaFollette Eye Clinic & the Eyewear Gallery of LaFollette, Tenn.; third place; Eyes & Optics of Las Vegas, Nev., fourth place; and Art of Optiks of Wayzata, Minn., fifth place. Rounding out the Top 10 are finalists Eye Q Optical, Cambridge, Mass.; Paris Optical, Paris, Texas; Shady Grove Eye & Vision Care, Rockville, Md.; Ulla Eyewear, Madison, Wis.; and Urban Optiks, San Diego, Calif.

Nearly 50 businesses entered the competition in its second year. Ten finalists were judged by Nate Ogura, owner of the 2014 winning business, Eyes on Fremont of Seattle, Wash.; Omega Astalstsova of Providence Optical in Providence, R.I., a 2014 finalist; INVISION columnist Robert Bell; luxury branding expert Andrea Hill; and Dr. Howard Purcell, senior vice president of customer development for Essilor of America.

The businesses were judged on interior appearance, exterior appearance, website and overall individuality. All will be featured in the July-August print edition of INVISION. Read more about the winners at <http://invmag.us/2015finest> and watch a video interview with Gill at <http://invmag.us/gill>.

INVISION is published by SmartWork Media, winner of more than 50 editorial and design awards for its business-to-business magazines. In its first year, INVISION won an "Ozzie" award for best magazine design from FOLIO; and was a finalist in the best single issue category for the Jesse H. Neal Awards honoring the best in business journalism.

SmartWork Media

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Quotes **”** *From its strong customer service to its well-curated selection and lively online presence, Oakland Vision Center emerged as number one in a strong field of excellent independent eyecare businesses.*

— Julie Fanselow

About SmartWork Media

SmartWork Media produces market-leading media products for retailers in the jewelry and eyecare industries. Over the last decade, SmartWork Media's business publications have earned more than 65 national and international awards, including a Jesse H. Neal Award. Products include INSTORE magazine (serving more than 22,000 North American jewelers), INDESIGN magazine for designer jewelry, INVISION magazine for eye care professionals and The SMART Jewelry Show Chicago. SmartWork Media is based in New York, NY.

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