

Eyes on Fremont Named Top Independent Eyecare Business

INVISION magazine honors America's Finest Optical Retailers



Info New York, USA | Published on: July 22, 2014

Summary **Eyes on Fremont of Seattle, Wash., is the winner of the America's Finest Optical Retailers contest from INVISION, a new business magazine for eyecare professionals. The store was among 30 top independent eyewear retailers invited to take part in the magazine's inaugural annual competition.**

Details Eyes on Fremont of Seattle, Wash., is the winner of the America's Finest Optical Retailers contest from INVISION, a new business magazine for eyecare professionals.

"Our judges liked the Seattle shop's strong branding, well-curated selection and impressive growth," INVISION editor-in-chief Julie Fanselow writes in an article announcing the winners. Read it at <http://invmag.us/2014finest> and watch a video interview with Eyes on Fremont owner Nate Ogura at <http://invmag.us/eyesonfremont>.

Silver Lining Opticians of New York City and Modern Eye of Philadelphia took second and third place. Seven finalists include Eye Gallery, Ypsilanti, Mich.; Eye Impact, Houston, Texas; Georgetown Optician, Washington, D.C.; Look + See Eye Care, Minneapolis, Minn.; Modern Eyes, Austin, Texas; Providence Optical, Providence, R.I.; and Sight Optical, Grand Rapids, Mich.

Judging the entrants were INVISION columnists Robert Bell of the EyeCoach system and Rebecca Johnson of EyeTrain4You; industry pioneer Bob Hillman, whose business ventures grew into Pearle Vision and Eyelab; and Dr. Howard Purcell, senior vice president of customer development for Essilor of America.

The stores -- among 30 top independent eyewear retailers invited to take part in the magazine's inaugural annual competition -- were judged on interior appearance, exterior appearance, website and overall individuality. All are featured in the July-August print edition of INVISION and at invisionmag.com.

The 2015 America's Finest Optical Retailers competition will be open to all U.S. eyecare businesses with five or fewer locations, except the businesses honored in 2014.

INVISION launched in January 2014 to serve American eyecare professionals. It is published by SmartWork Media, winner of more than 50 editorial and design awards for its business-to-business magazines.

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- Relevant links
- [INVISION E-edition](#)
 - [Nate Ogura Interview](#)

Images



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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.

