

PEARLE VISION CHANGES THE WAY YOU SEE LIFE

Pearle Vision is a full service eyeglass wear emporium in the Aventura Town Plaza shopping center. You can choose frames from an endless selection of designers. If you need an eye exam, a doctor of optometry is on the premises.

The spacious showroom displays over 1,100 eyeglass frames in marked sections for women, men, kids, youth, and unistyle. In a place like Florida, everyone needs sunglasses, so there are plenty to choose from in every style and color.

Alex and Lucy Pyatsky are the owners of Pearle Vision in Aventura, as is their daughter Jana Stark. The franchise-operated vision center has been open since April. Because they live in Aventura and love the city, the Pyatskys wanted to locate a business here. "We think that Aventura is the best place to start a business," says Alex. "We waited a long time for this location."

Eyeglasses from all of the top designers are at your fingertips, including Gucci, Versace, Fendi, Ferragamo, Prada, Calvin Klein, Hugo Boss, Stetson, Candie's Eyes, and many others. Cartier and Chanel are available by catalog. There is a special display for Austrian-made Silhouette, distinctive for its weightless, no frame construction. Naoki Takahashi, a Japanese line, features eyeglass temples lined in natural leathers.

Among the trendiest collection of sunglasses is Maui Jim, featuring the #1 polarized lens on the market. Ray-Ban also continues to be a big seller in the polarized category. Other high fashion sunglasses to try are Serengeti and Bulgari, as well as Magnetwist that comes with magnetic sun clips. Sun clips are available for every Silhouette design as well.

For sports enthusiasts, Rec Specs is an unbeatable line for kids and adults, who prefer protective eye wear when on the soccer or baseball field or on the racquetball court.

Like handbags and shoes, people are buying several pairs of eyeglasses these days. To pare down the expense, Pearle Vision offers special promotions every month. One of the "specials" is \$100 off of any pair of glasses or prescription sunglasses. Another promotion you can ask about is: "Buy one pair of glasses, get the second pair free (up to \$200 value)." The store is developing sales programs for the New Year, starting with President's Day and Valentines Day.

If you haven't had a check-up recently, it would be wise to see Dr. Margaret Strumski, the optometrist at Pearle Vision. A doctor of optometry for 17 years, she will check you for glaucoma, an important preventive measure. With the purchase of eyeglasses, an eye exam is only \$20.00. The lenses are prepared in a state-of-the-art on-site laboratory, and ready the same day.

"In most cases, the scripts can be done in one hour," says Kevin Williams, lab manager. Evelyn Guenoun is the licensed optician at the vision center.

Stop in to Pearle Vision to use the "Clear Look" kiosk, a new tool that helps people view and select different shape frames on their faces. "The 'smart mirror' takes a picture of you and lets you see how the frames look on your face," notes Alex.

Pearle Vision offers the latest technologies in glasses, such as polycarbonate lenses, which have the highest strength and structural integrity of any lenses in the world. They not only help you see better, but preserve the health of your eyes.

Pearle Vision, which accepts or matches most insurance plans, is located at 18275 Biscayne Boulevard. Tel: 305-466-4555.