



30TH

EST. 1983

ANNIVERSARY



LENSCRAFTERS®

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It was 30 years ago when the doors opened at the first LensCrafters in Florence Mall. The concept was simple but revolutionary at the time – quality prescription eyeglasses in an hour. But, the innovation didn't stop there. As you'll read in the following pages, the entrepreneurial spirit LensCrafters was founded on has never left the company or its people.

You'll also read about the passion and spirit of LensCrafters associates like you who have shaped the company's history. From helping a customer find the perfect pair to helping the world see through OneSight clinics, it's this dedication and sense of purpose that makes LensCrafters different.

We hope reading this history will inspire you as we begin the next 30 years together. Together, we'll continue to change the industry and change lives – not only with bold ideas, but through the everyday service we provide everyone who walks through our doors.

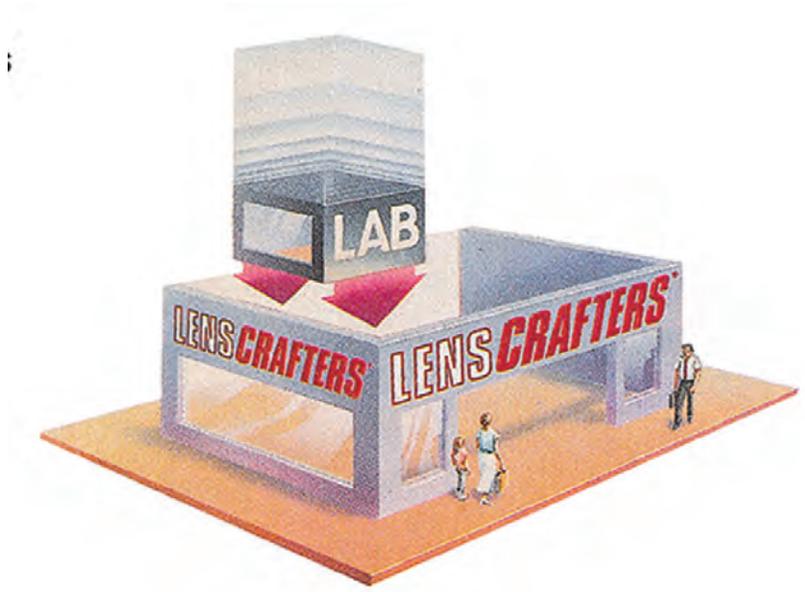


"Many business experts have tried to analyze the rise of LensCrafters in terms of complex graphs or financial statistics. But the real story can be found not in the pages of the *Wall Street Journal*, but in the minds and hearts of the people who work here."

-Former LensCrafters President Dave Browne



A Plan for Success



LensCrafters began on paper - 26 typewritten pages to be exact- a business plan that would create a brand and change an industry forever.

In 1978, when this plan was written, the typical optical retailer offered consumers about 200 frames and a pair of glasses would take weeks to come back from the lab. LensCrafters' founder E. Dean Butler had a better idea – offer wider selection, reasonable prices and one-hour service. He tested his idea in Baton-Rouge and quickly captured 40 percent of the market. Butler and the founders had other reasons to be optimistic:

- At the time LensCrafters was seeking funding, 50 percent of the U.S. population wore corrective lenses.
- That fact, combined with increased use of contact lenses, had company founders anticipating 4.5 percent annual growth for the first 10 years.
- The optical retail industry's yearly sales topped grocery-store coffee sales.
- The chain would use marketing tactics Dean Butler learned as an executive at Procter & Gamble to build awareness.

Early plans called for 50 stores by LensCrafters' 10th year of operation. The founders wildly underestimated the chain's success – 500 stores were open by 1993!



Business Plan File

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LENS CRAFTERS BUSINESS PLAN SUMMARY

This outlines plans for the establishment of Lens Crafters, Incorporated, an Ohio corporation which plans to enter the business of retailing corrective lenses (eyeglasses and contact lenses) in a new manner, and seeks \$1,000,000 to fund the start of broadscale expansion.

Background - Lens Crafters is the expansion of a retailing concept that has been successfully tested by the Lens Crafters principals in Baton Rouge, Louisiana under the name Eye Masters. The Lens Crafters concept is that of a large, quality department store type operation wherein consumers can see a doctor, choose from ten times the frame selection of a traditional retailer and then have their eyeglasses made in an hour in Lens Crafters' in-store laboratory. One hour service will be possible on 98% of all prescriptions because Lens Crafters will grind its own lenses. The Lens Crafters concept will be presented to consumers via the uniquely effective television advertising campaign that has proven successful at Eye Masters.

The Lens Crafters concept differs from traditional optical retailing in that traditional retailers require one to three weeks to provide eyeglasses because they purchase them from middlemen who serve as lens grinders and wholesalers. Some retailers advertise one hour service or 24 hour service via an on-premises lab, but this is normally possible on only about 10% of prescriptions as the vast majority of these retailers do not grind lenses. Rather, they simply "edge" a few of the more common single vision prescriptions (not bifocals or trifocals) to fit a limited frame selection.

Thus, Lens Crafters moves eyeglass retailing from the era of "Mom and Pop" operations to the era of modern retailing and marketing. The optical retail market, at \$7.3 billion in 1982 (\$5.3 billion in eyeglasses, \$0.5 billion in contact lenses and \$1.5 billion in professional fees) is the largest consumer goods category to which modern retailing and marketing techniques have not yet been applied broadly.

Prototype Business Results - The prototype store designed to test the Lens Crafters concept has proven very successful. This outlet was opened at 10120 Florida Boulevard, Baton Rouge, Louisiana, on March 23, 1982. It is estimated that, although there are 60 optical retailers in the Metro Baton Rouge area, Eye Masters already commands a 40% share of the market.

Financially, Eye Masters is very successful. A conservative straight line projection of Eye Masters current sales level of 70 jobs per day (not assuming further growth or the benefits of an improved economy) is \$1.8 million in Year-I and \$650M in profits -- after paying out an initial capital investment of \$359M. The Year-I rate of return will be 181%. On a "going year" basis, Eye Masters current volume level of 70 jobs per day projects to \$2.0MM in annual sales, \$1.1MM in annual profits and a 306% rate of return.

Management - Key to the success of the Lens Crafters concept, in addition to the consumer appeal of the basic concept, are the experience of the Company's President and CEO, E. Dean Butler and Consultant, John N. Cutrer, owner and founder of Eye Masters, Baton Rouge.

Mr. Butler, who has been managing Eye Masters marketing since the founding of the Company, decided to go into the optical retailing business full time in August, 1982, after thirteen years of increasing responsibility in marketing management at Procter & Gamble. Mr. Butler has been working part time in the optical business since 1977 when he began marketing work for Vision Center, a chain of six traditional optical retail outlets owned by Mr. Cutrer from 1975 to 1981. Between 1977 (when eyeglass advertising was first permitted in Louisiana, and when the aggressive Texas State Optical Company, a Division of G. D. Searle, entered the Baton Rouge market) and 1981, Vision Center sales tripled behind Mr. Butler's marketing plans.

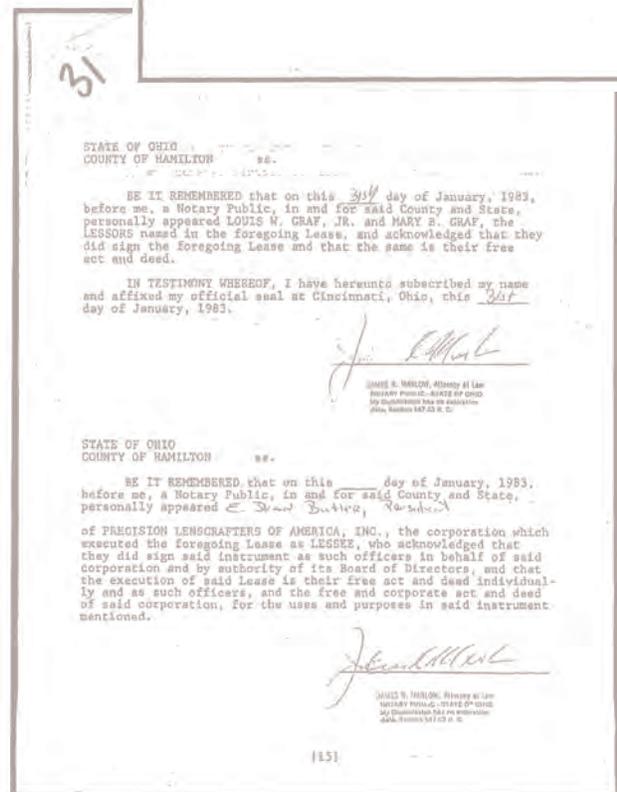
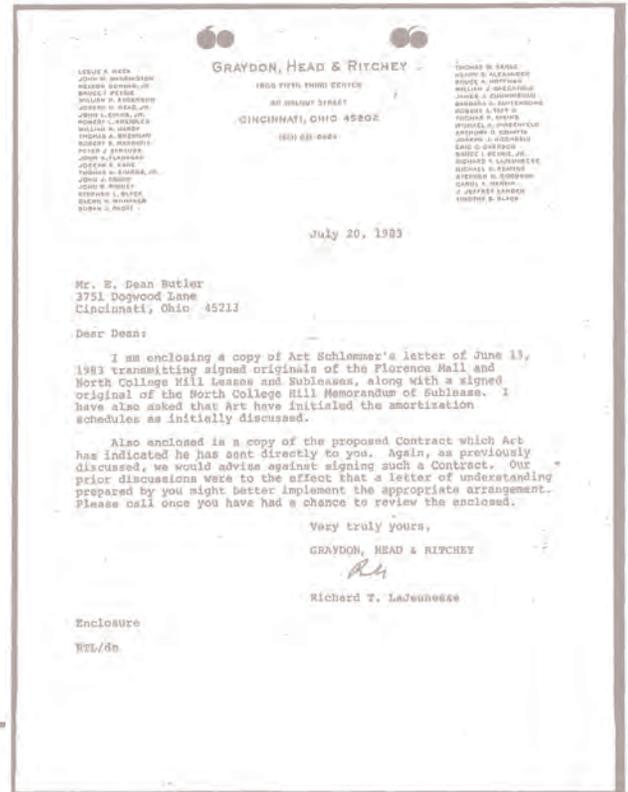
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Open for Business

LensCrafters started with two stores – these lease agreements for Store 1 (Florence, Kentucky) and Store 2 (North College Hill, Ohio) paved the way for grand openings in 1983.

Here are some facts about these early stores:

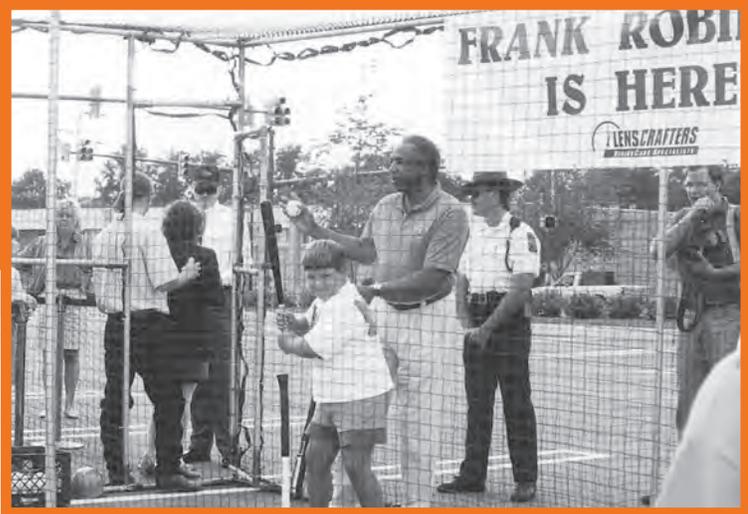
- Rent for the North College Hill store was \$3,333.33 a month.
- At 6,364 square feet, the Florence Store is one of the biggest in the chain. The average square feet of stores currently is 4,185.
- Store 1 is in the same location at Florence Mall.



On opening day, March 1983, people came to the mall and stood staring at the lab associates making glasses in the lab.

Lyn Millay





With a snip of the scissors, LensCrafters President Dave Browne opens store 500.

3

Changing the Industry

Cutting the ribbon at Store 1 did more than open an optical retailer – it ushered in a new way of doing business. From the in-store lab to the innovations that would come later, LensCrafters quickly reshaped the industry.

Over the years, the entrepreneurial spirit of the founders has led to more innovations—from Featherwate lenses to anti-reflective and scratch-resistant coatings. Logos, vision statements and store designs have also changed over the decades. But what hasn't changed is our dedication to helping the world see, one hour, one customer, one life at a time.



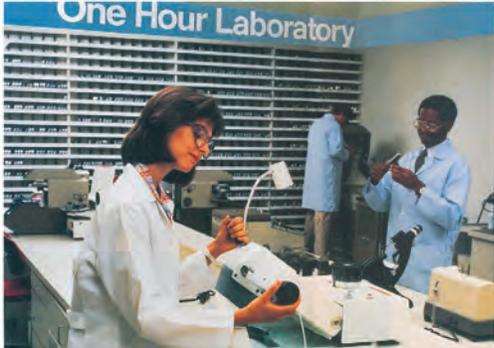
Custom-Crafted Eyeglasses In About An Hour!

We Deliver!
Even Difficult Prescriptions In About An Hour!
Even if you have a difficult prescription (bifocals, trifocals), we can custom-craft your eyeglasses at our in-store laboratory in about an hour, so you can walk out of our store wearing your new glasses. With a state-of-the-art laboratory in every LensCrafters Store you can actually see the quality control and care taken by our skilled technicians.

We Deliver!
All Your Eyewear Needs
Selection: Thousands of frames in hundreds of individual styles, designer lines, shapes, sizes and colors ensure that we have something to fit every face, personality and budget. Whatever your needs, in frames or lens treatments, we have what you want right in the store.
Service: Our Frame Stylists are specially trained to help you select the best frames and lenses for your needs. Our Opticians ensure your glasses fit perfectly and our skilled Lab Technicians craft your lenses to the highest industry standards.
Free Adjustments: As part of our complete commitment to serving you in every way possible, we follow up with adjustments and minor repairs—FREE!

We Deliver!
With Or Without A Prescription
If you don't need an eye exam, we can still make your new glasses by taking the prescription from your glasses (where permitted) or you can bring us your current prescription.*
Eye doctors are regulated by law to give patients a written prescription, so over time you can enjoy the advantages of LensCrafters superior products and services.

*Unless your optometrist recommends otherwise, we suggest you have an eye exam at least once a year.



Lens Grinding Laboratory



PRECISION LENS CRAFTERS

VISION

Precision Lens Crafters will always be the dominant force in the optical industry by providing the most superior products and services through the most competent, professional personnel.

Precision Lens Crafters' clearly superior retail field organization will consistently exceed customer expectations by providing fast, friendly service, expert workmanship, and genuine concern for individual needs. This will be accomplished by supporting an environment that creates the most competent and professional people in the eye care industry.

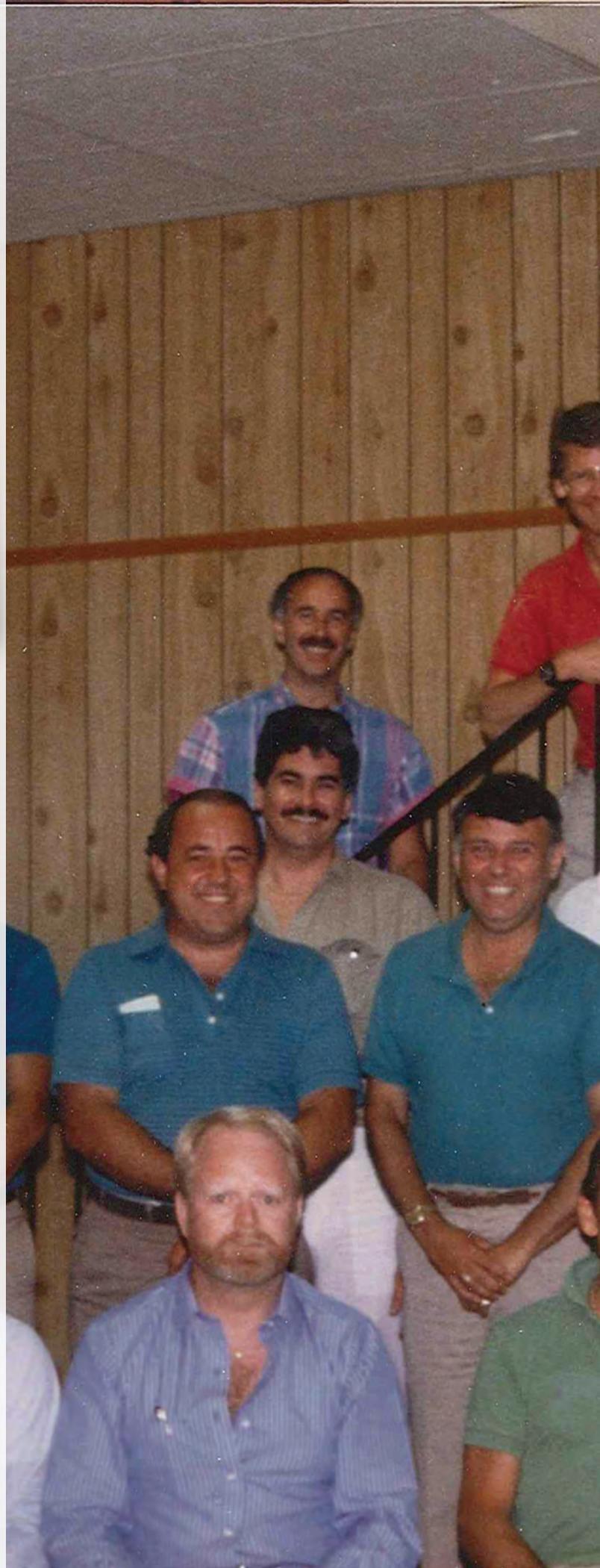
Merchandising activities will lead the optical industry in meeting customer needs by supplying the widest selection of fashionable and functional frames, lenses, and accessories. We will offer only products of superior quality and value in all market segments.

Our marketing program will represent the strongest and most imaginative thinking in the optical industry. It will work with consumers and the field organization to create stimulating, provocative messages to persuade the public to purchase our superior products and services.

Our stores' design, construction, and renovation will create a strong, enduring visual identity. Consumers will want to explore our stores because their convenience, high technology, and warmth are visibly exciting and inviting, promoting a comfortable, satisfying shopping experience.

We will continually seek out and initiate major new business concepts which will enhance our basic retail optical business. As a supplement, we will pursue first, related optical opportunities and then, related technologies.

During the early days of LensCrafters, growth was happening at a frenetic pace, with the company adding nearly 100 stores in a little more than a year. That's when we turned to Compression Planning, a collaborative method used by Disney and other organizations to drive innovation, speed organizational planning, solve business challenges and bring sharper focus to the company.





A PHILOSOPHY OF INNOVATION

THE PHILOSOPHY OF PRECISION LENS CRAFTERS

Our Mission

The reason Precision Lens Crafters exists as an organization is...

- to develop enthusiastically-satisfied customers all the time;
- to provide Associates with a working environment which supports and encourages the development and achievement of their personal goals.

Our Aspirations

We aspire to be the leading optical retailer in the United States for service, quality and volume, while improving the lives of all Precision Lens Crafters (PLC) Associates and customers.

Our Core Values

The essential core people and business values that guide all of our actions in achieving our Mission are as follows:

Beliefs about People:

We consider each Associate a valuable asset; we recognize that the Company's continued existence depends on our Associates.

- We nurture individuals
- We build on people's strengths
- We accept mistakes
- We encourage/promote team spirit and the will to win

Beliefs about the Business:

Every store is a separate business, and each store's Associates must contribute to its management and operational goals.

- We plan for the 21st Century
- We have the highest quality product at each price point
- We offer service that is unequalled anywhere
- We consistently improve
- We provide a positive environment for ideas
- We promote from within

19XX

Original Vision, Mission and Values

The company's top leaders locked themselves in a room in French Lick, Indiana, for three days to craft our original mission, vision and core values. The direction they set led the brand to wild success during the first 10 years.

"The Mission, Vision and values were the glue that held the company together as we grew."

30
YEARS

1993

Vision, Mission and Values

The "Decade II" vision statement was focused on helping customers – and the world – see. The tenants of the Mission and Vision statements are echoed in today's Values and Pillars.

The major difference between the Original and this version was a New Core Value - Having Fun was added



LensCrafters' DECADE II

Vision

We Will...

Be the Best at Helping the World See

Being The Best By...

- Creating Customers for Life by Delivering Legendary Customer Service
- Developing and Energizing Associates and Leaders in the World's Best Work Place
- Crafting Perfect Quality Eyewear in About an Hour
- Delivering Superior Overall Value to Meet Each Customer's Individual Needs

Helping The World See By...

- Being Conveniently Available to People Everywhere
- Ensuring People Think of Us as The First Choice for Eye Care
- Serving More People in Our Markets than All Other Optical Retailers Combined
- Giving the Gift of Sight to Those Who Have the Least and Need Us the Most

Mission

We Exist To...

Create exceptional value in the lives of our customers, Associates and shareholders. We will do this by enthusiastically satisfying every customer all the time and creating an environment where our Associates can fulfill their personal dreams.

Core Values

We Believe In...

- Nurturing Individuals
- Building on People's Strengths
- Accepting and Learning from Mistakes
- Focusing on Winning, Not Individual Scoring
- Pushing Breakthrough Ideas
- Thinking and Acting Like a Long-Term Owner
- Demanding Highest Possible Quality
- Constantly, Measurably Improving
- Acting with Uncompromising Integrity
- Having Fun



2011

Vision, Mission and Values

LensCrafters' Vision

THE Vision Care Brand

Our Values

Passion: LensCrafters truly loves taking care of people's eyes

Progress: Strives to constantly improve every aspect of the eyecare experience

Personal: Puts the customer first, connect with them on a long-term relationship basis

Straightforward: Is honest, transparent and up front with you

Our Pillars

-   = Understanding the importance of sight
-   = Changing eyecare for the better
-   = A company with a mission to innovate toward better sight for all
-   = A bit sexy, fashionable and cool
-   = A lasting partner

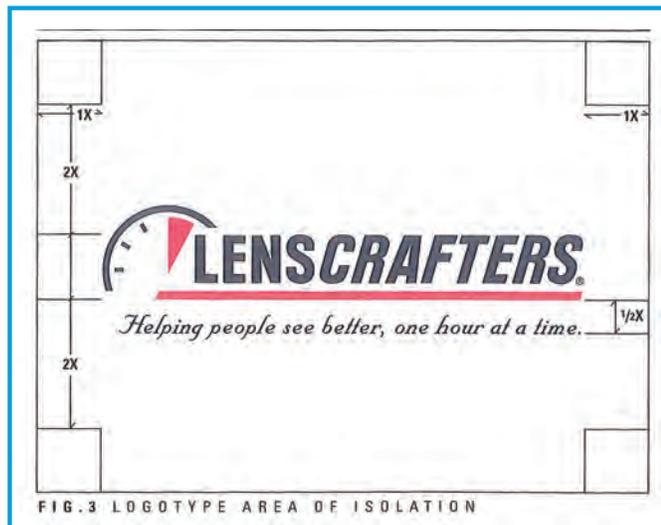
LENSCRAFTERS®  

4

What's in a Name?

As you can see by the logo timeline at the right, LensCrafters started as Precision LensCrafters – a moniker that remained until the “Precision” was dropped in 1988. The clock graphic, symbolizing one-hour service, was added in the early 1990s and remained part of the brand’s logo until the early 2000s.

Regardless of how the brand is represented visually, the LensCrafters name always stands for quality, style and taking care of people’s eyes.



Brand Guidelines , 1999

PRECISION
LENSCRAFTERS

1983

LENSCRAFTERS

1988

LENSCRAFTERS
Custom-Cutted Eyeglasses in an Hour

1991

LENSCRAFTERS
OPTIQUE

1994

LensCrafters
Prototype logo

1995

LENSCRAFTERS
VISION CARE SPECIALISTS

1995

LENSCRAFTERS

1997

LENSCRAFTERS
Helping people see better, one hour at a time.

1999

LensCrafters™

ForeSight Test

2001

LENSCRAFTERS

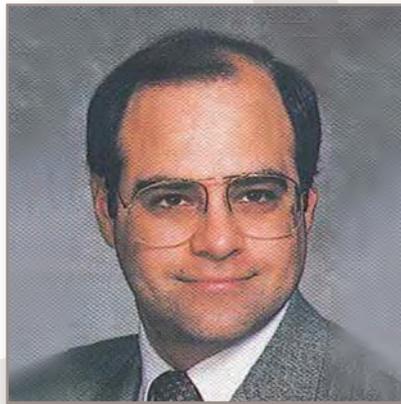
LENSCRAFTERS
OPTIQUE

2005

5

Entrepreneurial Spirit

The risk-taking, innovative drive to do things differently is something all LensCrafters' leaders have in common. Each executive brought his skills, experience, creativity and moxie to the job. The early leaders had to manage exponential growth while staying true to the principles the company was founded on.



E. Dean Butler

Founder/President from 1983-1987

Dean Butler used business savvy acquired from a career at Procter & Gamble to found LensCrafters.

- Sales reached \$305 million under his leadership.
- He went on to establish a similar eye care company in England.
- Currently splits his time between homes in Europe and the U.S.



Dan Hogue

Co-Founder from 1983-1985

Daniel Hogue was also a former P&G executive who used brand-building experience to establish LensCrafters.

- After selling his portion of the company, he spent several years teaching in the Virgin Islands.
- He currently resides in Utica, New York, where he runs a winery.



Bannus (Ban) Hudson

President from 1987- 1990

Ban Hudson led the company during a time of tremendous growth, with new stores opening at a rate of nearly two a week.

- Led the expansion into Canada
- He went on to become CEO of U.S. Shoe, which owned the chain at the time.

30
YEARS



David M. Browne

President from 1990-1999

David Browne had plans to open 100 new stores in 1990, but scaled back his plans due to a struggling economy.

- Earned a “volunteer in action” award from President Bill Clinton for Give the Gift of Sight work, which he was instrumental in growing.
- Drove Technology - credited with FeatherWates introduction.
- Currently resides in Cincinnati, OH and is CEO of Family Christian Stores based in Grand Rapids, MI.



Cliff Bartow

President from 1999-2001

Cliff Bartow held executive positions with the Gap stores before serving as CEO of both LensCrafters and Sunglass Hut during his tenure.

- Cliff resides in Atlanta, GA and is an executive with Family Christian Stores.



Valerio Giacobbi

President, Luxottica Retail 2001-2008

Valerio moved from Milan to lead Luxottica Retail N.A., including LensCrafters, for seven years.

- Brought more high-fashion frames and a new look for LensCrafters stores.
- He currently resides in Italy. He left the company in 2012.



Kerry Bradley

COO, Luxottica Retail N.A. – 2002-2011

Kerry served LensCrafters in various leadership roles before being named Executive VP.

- Kerry served the brand during the Luxottica acquisition, and over saw tremendous growth of the chain.
- He currently resides in Alabama and serves as Chairman of Vision Development for Luxottica.



Frank Baynham

General Manager 2008-2010

Frank, a former U.S. Army captain, came to LensCrafters in 1987 as a Marketing Manager, rising to GM in 2008.

- Passionate supporter of OneSight, serving as President of the OneSight foundation during his tenure.
- Helped guide Luxottica through the Oakley and Cole National acquisitions.
- Currently resides in California and retired from the company in 2010.



Tom Coleman

General Manager 2010-2011

Tom began his career as director of operations in 1987, when LensCrafters had 241 stores.

- Led expansion efforts in Australia and China for Luxottica.
- LensCrafters achieved its highest sales under Tom's leadership.
- Tom currently resides in Sarasota, FL and retired in 2011.



Mark Weikel

President/General Manager 2011 – Present

Mark came to LensCrafters after serving as SVP and General Manager of Sunglass Hut.

- Mark brings strong retail experience to his role, including leading brands like Victoria's Secret and Lord & Taylor.
- During his leadership, the brand launched ARIAH and AccuFit.

One-hour service was the start of many innovations and revolutionary ideas to come from LensCrafters. From polycarbonate lenses to scratch-resistant coatings to digital surfacing technology, LensCrafters has always led the industry. As you can see, the entrepreneurial spirit of LensCrafters associates has helped make eyecare what it is today.





A VISION COMES TO LIFE...

1983



One Hour Service

1986



EYEXAM of California, Inc. established

1988



FeatherWates with One Hour Service

1993



Initial AccuFit Measurement Tool

1995



RxSun Strategy

1995



Duralens

1997



FeatherWates Plus

1998



Invisibles Anti-Reflective Lenses

6

Transforming the Category

If you walked into an optometrist's office in the late 1970s, you'd find a small selection of frames that had to be sent away to labs for weeks to make heavy, uncomfortable glasses.

LensCrafters changed all that. The first store in Florence, Kentucky offered one-hour service, fashion and value. Consumers were so fascinated by this new way of doing business they stared into the windows watching the lab techs do their work.

And the company was just getting started. The coming years would bring FeatherWates lenses, anti-scratch coatings, Accu-Fit and more. LensCrafters founders wanted to create something different and change the industry. That spirit remains today.



1988 FEATHERWATES

Named for being the lightest lens material in the industry, FeatherWates gains huge popularity for being 17% thinner, 30% lighter and 10X more impact resistant than conventional plastic lenses. LensCrafters is the ONLY optical retailer with the technology to offer this lens in an hour!

1993 ACCUFIT CALIPERS

LensCrafters promised "the best fit for better comfort", and helped make this a reality for customers. The AccuFit caliper helped customers understand which size frame would fit best for them.



1995 DURALENS

Customers want lenses that are more scratch resistance and LensCrafters listens. Duralens offers twice the scratch resistant over regular plastic without the weight of glass lenses. The steel wool demo brings Duralens' benefits to life and customers are elated.



2005

SCOTCHGARD PROTECTOR

In a bold move, 3M purposes Scotchgard as a protective lens coating to Luxottica. The coating transforms ordinary lenses to be dirt, oil, and water resistant – much the same way Scotchgard protects fabric and upholstery.

2011

ACCUFIT DIGITAL MEASUREMENT

This measurement system revolutionizes how optical measurements are taken. Today's state of the art technology takes digital measurements that are 5 times more precise than manual measurements for clearer, crisper vision.



2012

RAYBAN IN AN HOUR

LensCrafters is the only optical retailer offering authentic prescription RayBan lenses in an hour. RayBan has a rich heritage and the people that wear them are very loyal to the brand. Advanced technology used to manufacture prescription RayBan lenses with the authentic logo delights customers...in about an hour.

“ It was everything the optical industry had never been. It enabled me, as an optician, to provide unlimited service and product. The lab was onsite, the doctors were there, and it was not taboo to see walk-ins. It was a huge difference from where the optical industry was at the time. ”

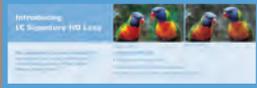
Tom Kraemer, on walking into Store 1 for the first time.

» 1998  MVP (Maximum Veiw Progressives)

» 2002  FeatherWates SPF

» 2005  FeatherWates Complete

» 2006  Online Eye Exam Scheduling

» 2011  LensCrafters Signature HD Lenses

» 2011  Anti-Reflective Lens Service in an Hour

» 2011  AccuFit Digital Measurement System, Lens-Simulator and Visual Mirror

» 2012  Signature Customer Experience

» 2012  RayBan Authentic Lenses in an Hour

» 2013 In-store digital engagement capabilities

7

Store Designs

Thousands of distracted shoppers walk by LensCrafters locations every day, so store designs need to grab consumers' attention and help them make a purchase. Store concepts changed over the years reflecting new design trends and corporate initiatives. Here's a look at what LensCrafters looked like over the years.



JJ STORE

Established 1983

Why the Name? When the management team was logging all the store fixtures in alphabetical order for the blueprint the frame cabinet designation was "JJ".



JJ FOW (Frames on Wall)

Established 1988

Why the Name? The merchandising team realized that customers will purchase more if the product is at eye level so they decide to display frames on the slatwall hence JJ & FOW (Frames on the Wall).



DMB

Established 1993

Why the Name? Named for Dave M Browne, LensCrafters President.



DECADE 2

Established 1995

Why the name? Named for the 10th Anniversary year and LensCrafters going into their 2nd decade



SMALL TOWN

Established 1996

Why the name? The design was originally used in lower volume store in smaller cities through the US hence Small Town.



D3

Established 2006

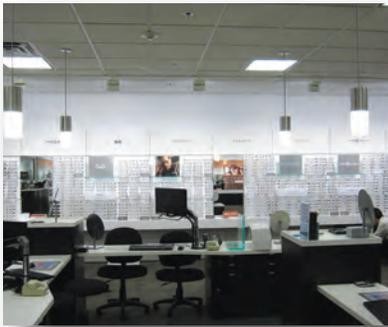
Why the name? This was the store design following the Decade 2 store design, hence the name D3.



FOX

Established 2007

Why the name? This design was the value engineered version of the D3 design. In which the first store was Oxmoor Mall hence the name FOX for Frugal Oxmoor.



FOX 10

Established 2010

Why the name? The difference from a FOX to the FOX 10 was product surrounded the entire store. We added the year the change was made hence FOX10 for 2010.



POV

Established 2011

Why the name? POV stands for point of view to inspire imagination and have a lab test and learn environment to develop a point of view hence POV.



ROI

Established 2012

Why the name? Maximized real estate space to determine our best return on investment.



STUDIO SEE

Established 2012

Why the name? Studio SEE stands for signature emotional event.

It's more than a uniform. What we wear helps express the brand and unify us as a team. Although the dress code has changed through the years, the service, support and passion behind the clothes has remained the same.





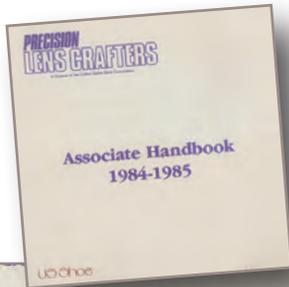
Wanda Seare
General Manager
Licensed Optician

LENSCRAFTERS

FEMININE CHARM

8

Dressed for Success



Retail personnel: Retail personnel will at all times wear the blue blazer with brass name tag. Female associates may wear the blazer over either a dress, or skirt and blouse. Male associates will wear the blazer over a shirt and tie, and slacks (no jeans). Shoes should be chosen for comfort, but must be sufficiently “dressy” for appropriate wear with a blazer.



Today's LensCrafters associate sports a polished, contemporary look that conveys a look of a brand that knows fashion and style. But in the earlier days of the brand, outfits were a little more functional with special pockets for optical tools. Associates wore blue vests and jackets with the logo printed on them. While the uniform provided a consistent look, it lacked comfort.

“They were like horse blankets,” said Tom Kremer, who worked at Store 1 when it opened. Fortunately, the dress code changed over the years. Here are some highlights:

- The blue blazers remained until around 2005, when associates were allowed to wear shirts/blouses with the company logo on them.



- In 2007, a black smock was introduced to the dress code.
- In about 2010, the uniform called for black and white dress clothes.
- Starting in 2012, the LensCrafters Style was introduced, featuring black and grey core colors with Signature colors as an accent. This sophisticated, professional look is a part of the LensCrafters Brand Experience.



9

Home Office

Before there was a Home Office, Luxottica operated in a Back Office – LensCrafters founder Dean Butler headquartered in the store manager’s office of Store 1. Headquarters later moved to the North College Hill store, because of its larger size.

The company quickly needed a permanent, dedicated Home Office, and in its earlier days leased increasingly larger facilities around Cincinnati. In 2002, Luxottica built the Cincinnati Service Center (CSC) – a four-story building that sits on the corner of Luxottica Way and LensCrafters Lane. The 286,000 square-foot office complex is a testament to the company’s growth, and its unending support for its stores.

- Ohio, Georgia and Northern Kentucky were wooing LensCrafters to locate its headquarters in their states.
- The building cost \$32.5 million and was 225,000 square feet.
- In 2006 the East Wing and cafeteria was added bringing the total building to 412,000 square feet.
- In 2012, Luxottica launched the Zero Waste initiative, and the CSC is on pace to eliminate all landfill waste in the coming years.



Florence had the first home office in the Store Manager's office. Dean Butler headquartered out of the store manager office. Once North College Hill, Ohio opened, the leadership team moved to their backroom due to the large size of the store.



LensCrafters POD Transformation

In 2012 LensCrafters' set out to create a new branded work space at the Cincinnati Service Center. The new environment, completed in September 2012, is the latest step in LensCrafters' transformation journey. The three guiding principles in the overall design were increase collaboration, improve team spirit and create a family environment.

Check out these highlights:

- Laptop- friendly "hearth" area where associates can work more comfortable and in community with each other.
- Brand story wall and historical timeline features key moments in LensCrafters' history
- Recognition wall celebrates associates' contributions to bringing the brand to life
- Voice of the customer wall with real customer letters
- reinforces why customers are loyal to LensCrafters
- Craftsmanship area celebrates the Art of Crafting Eyewear in Luxottica factories and our labs





10

Getting the Word Out

Many LensCrafters' founders had extensive marketing experience and quickly put it to use to promote the brand. Public relations was one tactic they used - as seen from these newspaper and magazine clippings.



1986



Dean Butler's Ambition: 100 Markets for Lens Crafters by End of '87

By Brian Perry

The optical industry has grown accustomed to the steady growth of Precision Lens Crafters, but president Dean Butler's expansion plans for 1987 may shock some those who thought superior retailing had reached a point of diminishing returns.

With 161 outlets at press time, Butler has slated 70 more to open by the end of the year. That will put the chain in a total of 100 markets—25 of them new to the company. Butler says that he is seeking market dominance in primary target markets, and, at the same time, expanding into secondary markets. Expansion will continue, he says, until he hits an optimal level of 300-350 stores.

"If that sounds highly competitive, it shouldn't," says Butler. Many dispensers believe that even a single outlet in the same area constitutes competitive pressure, he says—and that a second competitor means getting squeezed out. But he points out that many other industries, operating on much lower margins, support large numbers of retailers in busy shopping areas. "Optical retailing is not highly competitive," he concludes.

Industry sales will at least double in the next 10 years, according to Butler, and dispensers won't need to crush one another to get their fair share. What is Lens Crafters' fair share? Butler is shooting for \$800 million in sales. That's double the sales revenue enjoyed by current market leader Pearle, or 10% of the present industry total of \$8 billion in retail sales.

Although Precision Lens Crafters' phenomenon is still in its infancy, Butler says the company is well positioned to take advantage of the market's growth. "We are not in the optometry business..."

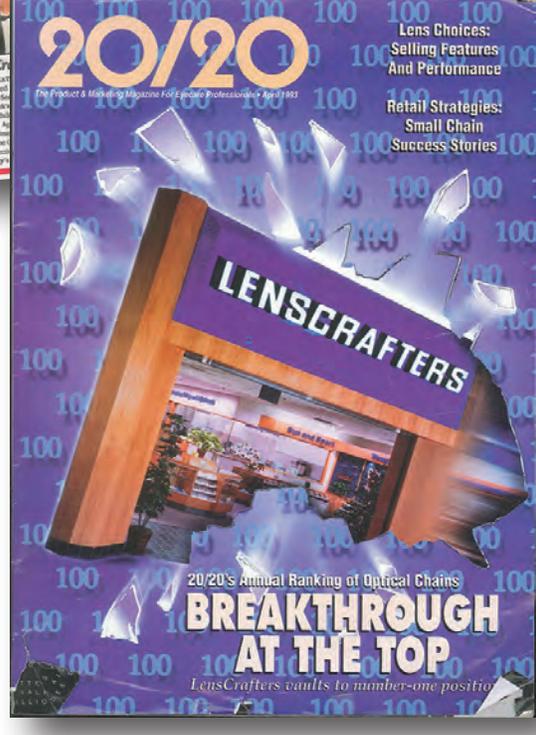
1987



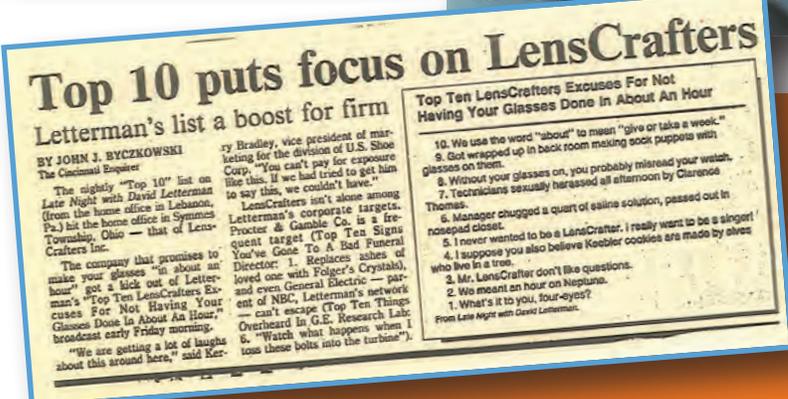
1993



1989



1993



1991

Some promotion - like being featured on David Letterman's famous nightly Top 10 List -- was purely accidental, but still effective in promoting the brand.

The Microsoft Diaries (Cont'd)

The Best Mutual Funds for 1999

FORTUNE

THE 100 BEST COMPANIES TO WORK FOR

1. Synovus Financial
2. TDIndustries
3. SAS Institute
4. Southwest Airlines
5. Scitor
6. PepsiCo
7. Goldman Sachs
8. Deloitte & Touche
9. MDNA
10. Hewlett-Packard

www.fortune.com

1999

2007

TIME

Style & Design

Visionaries

Looking at the Future Through the Eyes Of 25 Creative Icons

BY MICHAEL BARBARO

TOP 100 FOURTH ANNUAL REPORT

VOLUME 13 NO. 11

20/20

Reprinted with permission from 20/20 Magazine published by JCSOHN Publishing Corporation, New York, NY

Tracking the Nation's Largest Retailers

Members in retail are more excited than the general industry. Up 107 stores over last year, 2006's Top 100 Retailers reported a 12.2 percent increase in store openings. While that growth is not as dramatic as in other industries, this year's Top 100 Retailers reported about 823 billion in sales, a 2.4 percent increase over last year's 802 billion. All told, 107 percent of the Top 100 Retailers reported a 2.4 percent increase in store openings.

There were just a few of the findings by the editors of 20/20 in the 2006 edition of the Top 100 Retailers report. For more information on the 2006 edition of the Top 100 Retailers report, visit www.2020mag.com.

There's a lot of interesting going on. For example, Top 100 Retailers of America just recently reported that they brought the number of stores owned by Top 100 Retailers of America to 42.

Precision Lens Crafters

BY MICHAEL BARBARO

CHIEF EXECUTIVE OFFICER
CONTACT LENSES
NEW STORES
REVENUE
MARKET SHARE
C. O. W. Co. Inc.
P. O. Box 1000
Riverside, CA 92504
951-511-1111

Top 20 Retail Chains Ranked by Annual Sales

RETAILER	STORES	REVENUE	MARKET SHARE
1. Wal-Mart Stores	1,100	\$41.2B	12.1%
2. Home Depot	2,100	\$21.2B	6.3%
3. Costco Wholesale	450	\$19.2B	5.7%
4. Target	1,800	\$18.2B	5.4%
5. Best Buy	1,200	\$17.2B	5.1%
6. Walgreens	2,500	\$16.2B	4.8%
7. Kroger	2,200	\$15.2B	4.5%
8. CVS	2,800	\$14.2B	4.2%
9. Aldi	1,500	\$13.2B	3.9%
10. The Home Depot	1,800	\$12.2B	3.6%
11. Home Depot	1,500	\$11.2B	3.3%
12. Home Depot	1,200	\$10.2B	3.0%
13. Home Depot	1,000	\$9.2B	2.7%
14. Home Depot	800	\$8.2B	2.4%
15. Home Depot	700	\$7.2B	2.1%
16. Home Depot	600	\$6.2B	1.8%
17. Home Depot	500	\$5.2B	1.5%
18. Home Depot	400	\$4.2B	1.2%
19. Home Depot	300	\$3.2B	0.9%
20. Home Depot	200	\$2.2B	0.6%

The New York Times
April 15, 2006

At LensCrafters, Selling Candor and Designer Frames

By MICHAEL BARBARO

Instead of first making pluggers for the "green" vision, LensCrafters, the eyewear retailer, better known for its one-hour get-up shopper chain, its fashion quotient, is now inclined to ask them about clothes they like to wear.

It is not the chic-est, as when ESM brand-name frames are on the line.

After all, eye glasses, as LensCrafters' vice president, Hillary Huff, pointed out in a recent interview, are a fashion statement. And it's not just about the frames, but the way they are worn. "It's about the way you wear them," she said.

LensCrafters is set to announce next week that it is reworking its store, its advertising and even how it trains employees in an effort to make buying glasses more like shopping at a clothing store.

The goal, executives said, is to attract younger customers, to be more like the 30-year-old chain, which has stores in 1,000 locations across the U.S. and Canada. The move, which will include a redesign of the store, is also aimed at getting its track record on par with other retailers.

The makeover, which will include a redesign of the store, is also aimed at getting its track record on par with other retailers.

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The New LensCrafters Sells Candor and Designer Frames

BY MICHAEL BARBARO

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THIS MINUTE

YOU WANT TO KNOW...

Kim was a vision in her Kardashian Collection Eyewear Oct. 3 in Miami.

Hipster-cool Hillary Huff paired her specs with pink lips in Hollywood Sept. 12.

Respectable beauty Jordana Brewster donned Alain Mikli in L.A. Sept. 7.

Four-eyed and fabulous! Hendricks turned heads in Sydney on Oct. 3.

The cat's meow: Mary J. Blige fancied Tom Ford frames Sept. 22 in Las Vegas.

Student Dakota Fanning (in Hollywood Sept. 1) made the grade in Prada.

Celebs' Brainy Black Frames

EEK CHIC! STARS SUCH AS CHRISTINA Hendricks and Kim Kardashian are opting for smart-looking specs. "Black glasses are anything but nerdy," says Sherry Pounds, LensCrafters' VP of product. "It's a timeless look in any style!"

2012

People

StyleWatch | STYLE NEWS NOW

Watch Zoë Saldana Make Glasses Look Great

10/5/12 AT 04:30 PM ET

Wearing glasses has never looked so cool! Zoë Saldana stars in LensCrafters' new advertising campaign, pairing her look with a series of style (and gorgeousness) with the brand's various frames.

"I think it's very important to have glasses that sort of reflect or enhance your character," she says in the exclusive clip below. "I have the sexy ones, the studious ones... I just being me girl that I am, I'm also looking for the Jackie O. or the Audrey Hepburn sort of look."

Saldana's campaign focuses on the brand's new "My Look" service, which offers customers the chance to try on four frames and take high-definition photos while wearing each, then use the resulting side-by-side image to pick a favorite.

The stars will now bow Nov. 1 online, in print and in more than 800 LensCrafters stores nationwide. Tell us: What types of glasses do you wear?

2012

Face Time | Natalie Coughlin

WOMEN'S HOCKEY | BY TRINA TURPIN | OCTOBER 20, 2012, 9:05 PM ET

It was hard to pass up a few moments chatting with the very pretty, 12-time Olympic medalist in swimming Natalie Coughlin. Though enjoying some off-peak, post-Olympic, she's been keeping busy traveling and working on various projects and partnerships. As one of the few athletes to who has not had corrective vision surgery, Natalie has recently teamed up with LensCrafters, and is helping get the word out about vision care and living a healthy lifestyle. Read on to find out which is her favorite mascara to adorn her healthy eyes, plus some great fitness and diet tips.

What are your tips for keeping your eyes healthy?

Getting an eye exam each year is important, but there are also things you can do day-to-day to care for your vision. Eating a diet rich in Vitamin A, lutein and Omega-3s are all great for eye health. Kale, eggs and oily fish are great sources of these. I travel quite a bit and I prefer to wear my glasses rather than my contacts to protect against dry cabin air in the plane. Also, I always have my sunglasses with me to protect my eyes from UV rays.

InStyle

WHAT'S right NOW!

PHOTO: MICHELLE WILLIAMS

Michelle Williams and Busy Philipps Celebrate Diamonds and More!

Jean Rivers attended the LensCrafters reveal of Stars in Fashion (Cristina wearing a pair of her signature oversize shades. "I'm a sunglasses girl, I wear them at all times, even in the winter, summer, almost sunglasses. I love them! I see, they always make you look glamorous, they also take away any sun in the world. And for Busy women, a beautiful, so so so so, which you gotta run out you put on glasses and it's fine!"

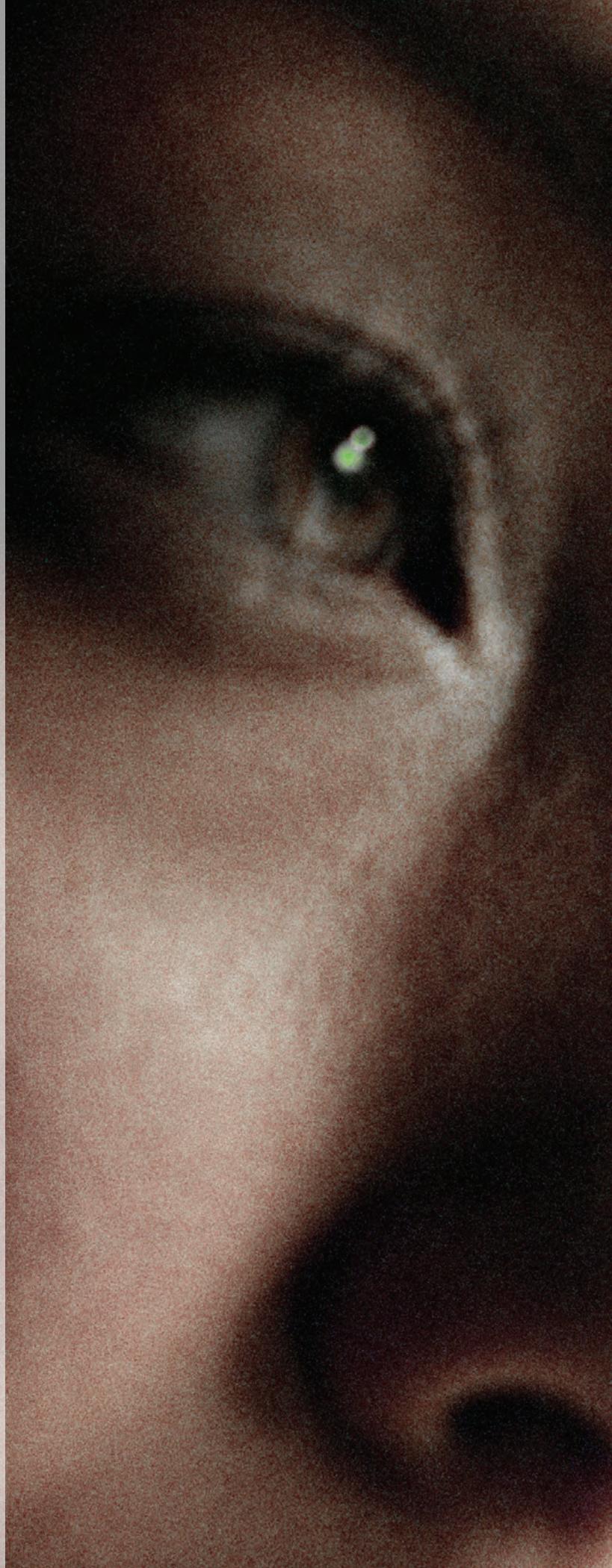
2006

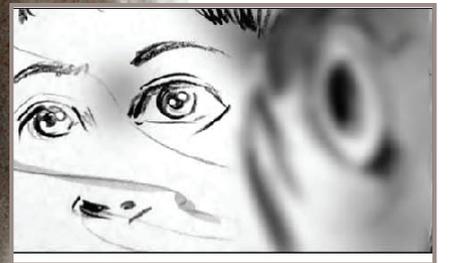
2012

2011

In 2012, LensCrafters launched a new campaign called We See You See.

The commercials were filmed by world class director Max Malkin, and voiced over by Oscar-winning actor, Kevin Spacey. Malkin filmed the commercials throughout Vancouver, British Columbia, Canada in Spring 2012. They capture the beauty, simplicity and detail found in everyday life. These spots reflect a sophisticated, creative approach that will captivate consumers, encouraging them to re-examine their world.







About the World Class Director,

MAX MALKIN

Max Malkin is one of today's premier directors and cinematographers in the commercial and feature-film industry. His clients include Nike, HP, Audi, American Express, Sony, Gatorade, Nike, Volkswagen, Cadillac, Audi, Mercedes, BMW, Chrysler, VW, and Volvo.

In addition to commercials, Malkin directs music videos, including an award-winning video for Jonathan Glazer, and films including *Blind Horizon*, directed by Michael Hausman and starring Val Kilmer, Sam Sheppard, and Faye Dunaway, and *Nailed*, starring Jessica Biel, Jake Gyllenhall, and Cathryn Keener.



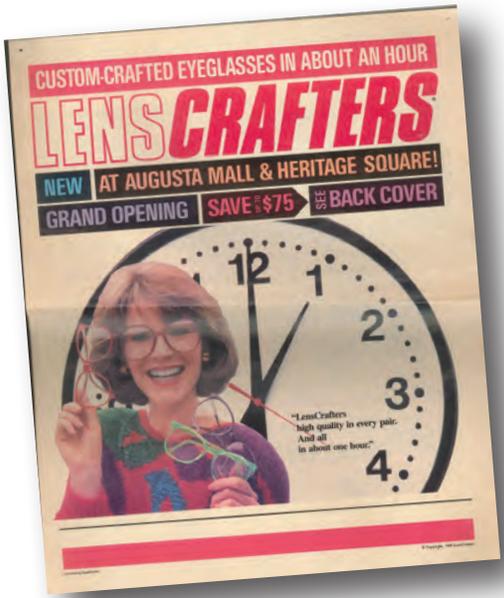


11

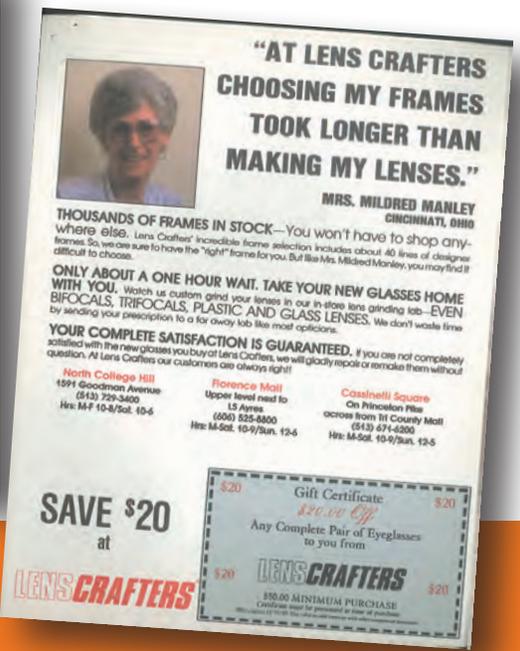
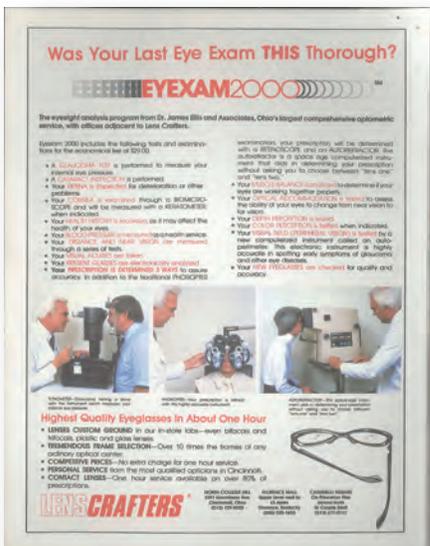
Advertising

LensCrafters was a new concept in eyecare, and it took a creative advertising campaign to get people in the door. The initial business plan called for extensive TV, radio and print advertising to convince the largest possible number of corrective lens wearers that LensCrafters offered the best selection, value and one-hour service.

Early ads focused on Grand Openings, Thorough Eye Exams and One Hour Service while offering Coupons for \$20 off. In the early years there were limited number of competitors or insurance, and most people wanted to try the new place with its convenient one hour service and large selection of frames. More recent advertising, including TV ads by premier director Max Malkin, showcase fashion and celebrate vision with rich images of real people. All advertising is backed up by the outstanding service provided by LensCrafters associates!



1989



1985

Need Copy - Is this the first Ad? Let's call this out and give any info we have - this is the most interesting ad since it was the beginning of it. It is mos reic tet mint pe dolore nisquos sequiant, unt alia doluptatio



1988



1990



1993



1995



1996



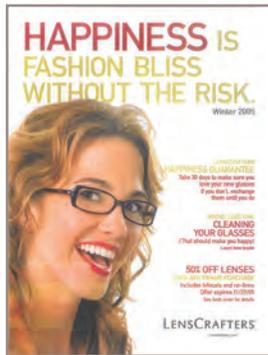
2000



2000



2005



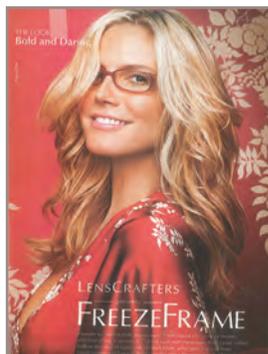
2006



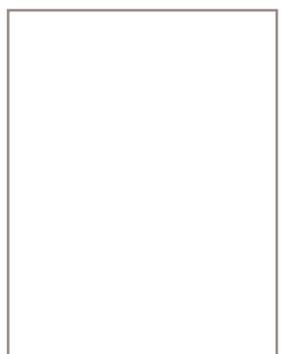
2007



2007 Fashion Rocks Rolling Stone advertorial Featuring Heidi Klum



2010



2012

+ 1984
U.S. Shoe

Precision LensCrafters purchased by Cincinnati's U.S. Shoe Corporation.

+ 1985
Opened 100 store location on a 58 store base.

+ 1987
4 stores acquired from Optika.

100+



LensCrafters enters the Canadian market

250+



12 stores acquired from Lenox Optical.



LensCrafters opens 8 stores in the UK - London and Wales

500+

+ 1993
LensCrafters exits U.K.

+ 1993
22 stores acquired from EyeMasters Canada

+ 1994
30 stores acquired from Tuckerman Optical

+ 1995
New sublease arrangement introduced with Opti-World acquisition

+ 1995
59 optical superstores acquired from Opti-World

12

Building the Brand

US Shoe helped fuel LensCrafters' meteoric growth. The company itself was purchased by retailer U.S. Shoe Corporation soon after it was founded (3 stores at the time). Each acquisition added more stores and more locations to an ever-expanding geography. The brand expanded to Canada in 1988, made a brief appearance in the United Kingdom and currently has a location in Hong Kong.



LensCrafters had an eye for international expansion- the founders expanded to Canada and Puerto Rico within five years of the company's founding. In 1993, it became Canada's largest optical retailer after acquiring the EyeMasters chain. Above is a copy of EyeWitness, the company newsletter, celebrating LensCrafters' expansion to the North.

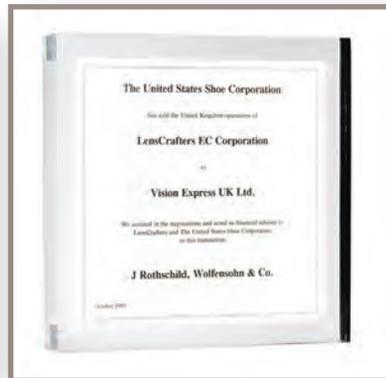


Acquiring the 12-store Lennox Optical chain helped push LensCrafters over the 250-store count less than 10 years after its founding.

January 1993



October 1993



April 1995



1995
LUXOTTICA

Luxottica acquires LensCrafters.

1996
1 store acquired from Optique Inc.

1996
6 stores acquired from EyeMed.

1997
1 store acquired Eye Center.

1997
7 stores acquired from Lens Lab.

1998
71 stores acquired from Vision Corner, EyeWorld, Hillman Kohan Eyes, Clear-Vue Opticians, Focal Point Optical, Vision World and American Eyecare.

750+



OPSM - Australia joins Luxottica Group

2005
27 stores acquired from Precision Optical.

2006
74 stores acquired from Shoppers Optical.



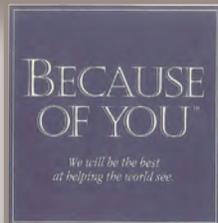
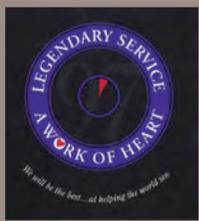
LensCrafters enters China.

2007
100 stores acquired from D.O.C.

13

Visioning Themes National Leadership Conference

As LensCrafters approached its 10th anniversary, it was time to commemorate the amazing growth of the brand and recalibrate for the future. This started a tradition of holding annual meeting to bring field and home office associates together to celebrate each year's successes and plan for the coming year. The locations and themes for the meetings have changed each year, but the event is always a great opportunity to reconnect with colleagues and renew the LensCrafters spirit.





1993

10th ANNIVERSARY

Governors Hill Home office

1995

Phoenix, AZ

1996

BECAUSE OF YOU

Nashville, TN

1997

**LEGENDARY SERVICE:
A WORK OF THE HEART**

Palm Springs, FL

1998

THEME?

Nashville

1999

BE YOUR PERSONAL BEST

Nashville, TN

2000

IGNITE THE POSSIBILITIES

Dallas, TX

2001

THE POWER OF ONE

Dallas, TX

2002

**OUR FINEST HOUR
THE PRIVILEGE OF SERVING**

Jacksonville, FL

2003

20th ANNIVERSARY

Cincinnati, OH

2004

INSPIRING LEADERSHIP

Orlando, FL

2005

**TOGETHER WE ROC -
MANY VOICES, ONE VISION**

Houston, TX

2006

**ROC THE WORLD...
NO BOUNDARIES**

Orlando, FL

2007

CONNECT

Houston, TX

2008

OWN IT

Nashville, TN

2009

OPTICAL 1-2-3

Nashville, TN

2011

WE ARE LUXOTTICA

Las Vegas, NV

2012

LIVE IT!

New Orleans, LA

2013

LEAD IT!

Atlanta, GA

Every LensCrafters customer receives a commitment to quality – from the care at the doctor’s office, to the highest-quality frames in the world, to superior lens materials to the craftsmanship that goes into making the finished product.

This commitment started the moment Store 0001 opened in Florence. Associates would skip lunch because they were excited to dispense the finished job to a customer.

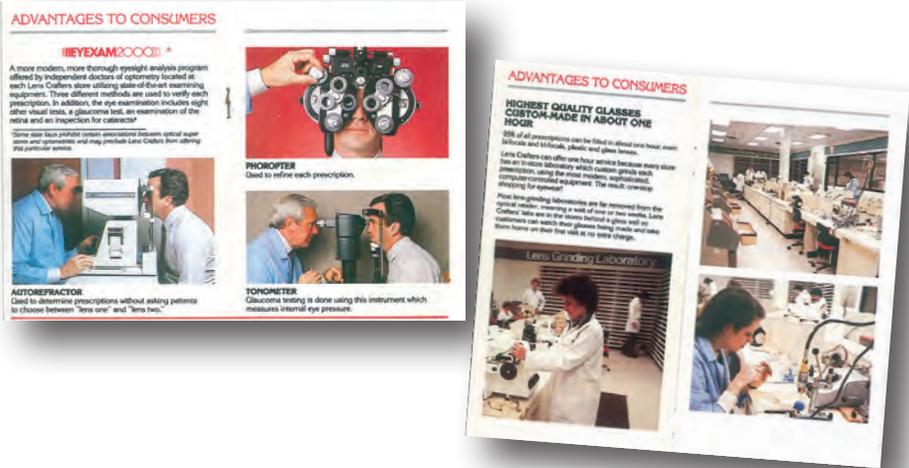
“It makes me feel great when a customer puts on a pair of quality glasses we have made and leaves with a smile.”





14

The Doctor is In



Before they are our customers, they are the doctor's patients. For the past 30 years, our doctor partners have helped us grow by being the friendly face providing world-class eye care.

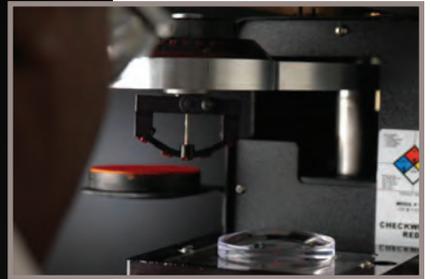
But affiliated doctors and retail optical chains were relatively new concepts 30 years ago. LensCrafters helped grow the concept, attracting more ODs to affiliate with the company so they could focus on delivering exceptional eyecare. The scope of practice for doctors has also expanded significantly – when LensCrafters was founded, most ODs could not dilate the eyes of their patients, much less treat disease. Now, most ODs can treat glaucoma as well as infections, allergies and dry eye.







THE ART OF CRAFTING EYEWEAR



15

Lab Olympics



Offering precision-made glasses in an hour was an audacious promise in 1983, and still is today. Backing up this promise is a team of lab professionals —who spend every day delivering high-quality eyewear to our customers and patients.

One way lab associates keep their skills sharp is by participating in the annual Lab Olympics competition. For more than 25 years, thousands of associates have challenged each other's speed and accuracy to win a coveted Lab Olympics medal and recognition as one of the best of the best labs.

The format for Lab Olympics has changed over the years, but the program started as an individual competition to see which lab associate could complete the most pairs in one hour, according to Bruce Layton, Sr., Director of Service Quality.

Here are some other highlights:

- More than 330 medals have been awarded in the competition over the years.
- The first Lab Olympics was held in Tampa Florida in 1986.
- More than 260 teams participated in the 2012 Lab Olympics, which was held at the Columbus LOM facility for the first time.
- Four associates have won a gold medal twice.





June 14, 2004
Hector Ortiz
Seven Hundred Fifty and 00/100
Lab Olympics Committee

LENSCHAEFERS
Lab Olympics
2003-2004 Lab Olympics Competition
Silver Medal Team
Lab Olympics Committee
June 14, 2004
Seven Hundred Fifty and 00/100

June 14, 2004
Cullen Kernan
Seven Hundred Fifty and 00/100
Lab Olympics Committee

June 14, 2004
David Sanchez
Seven Hundred Fifty and 00/100
Lab Olympics Committee



A note, phone call or email from a customer who wants to applaud great service is one of the most rewarding aspects of working at LensCrafters. During several points in the company's history, these notes were collected and shared with associates. Company President Dave Browne called LensCrafters associates "16,000 unsung heroes who are making a difference in our world."

One of those heroes said it best when he wrote: "This is my legacy – being the best at helping the world see."



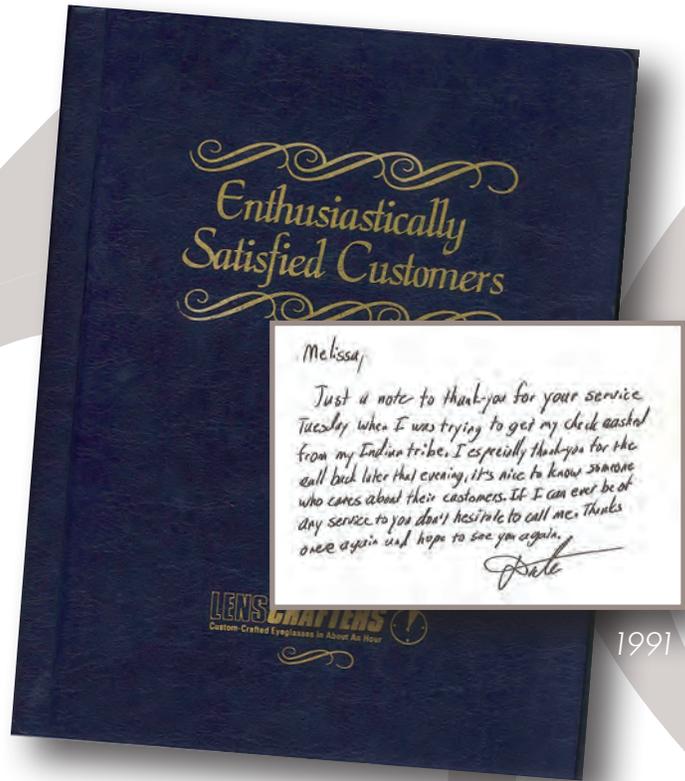


17

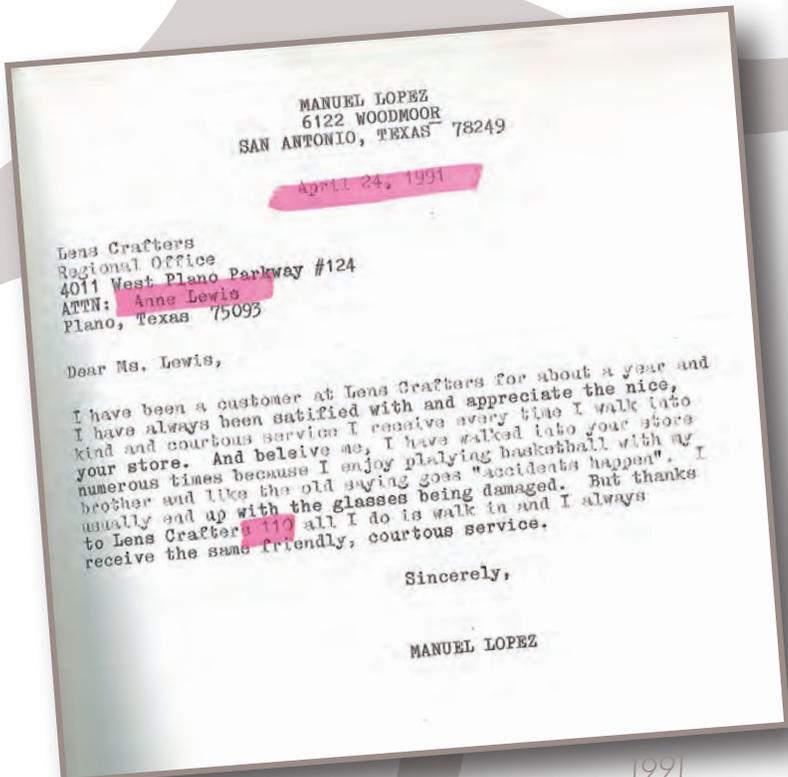
LensCrafters Loves Eyes

Handwritten and typed notes and cards tell great stories about the service provided by LensCrafters associates. Whether quickly fixing a broken pair of glasses, providing courteous service or showing a child how her lenses are made, customers were moved to write, and President Dave Browne collected the letters in a bound book to inspire company leadership.

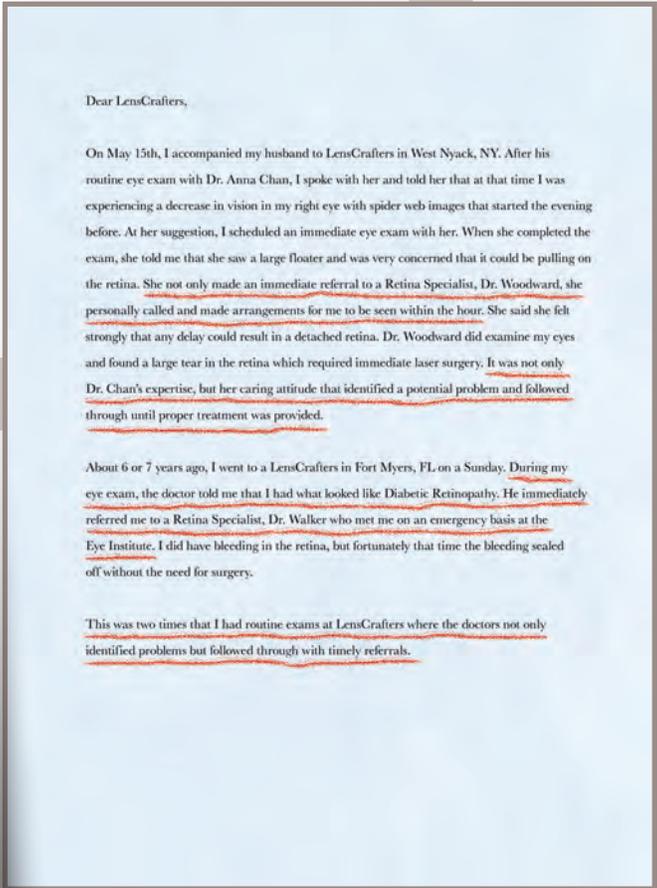
30 YEARS



1991



1991



2012

Dear LensCrafters,

I want management to know what caring and competent employees you have in Donna Barron and Charnell Griffin, in your Merrillville, IN., Southlake store. I and my mother have been clients of LensCrafters for many years. My mother, now 93, suffered a debilitating stroke, and resides in a nearby nursing home. She somehow mangled her glasses in her wheelchair, so that they could not be worn.

I delivered them to the Merrillville store and spoke with Donna Barron, indicating that my mother was unable to leave the nursing home. Ms. Barron immediately consulted with her Supervisor, Charnell Griffin, seeking permission to go by the nursing home on her way from work for the purpose of fitting new frames to her face.

Ms. Barron treated my mother with such care and dignity, all the while measuring her for new frames. I picked up the remade eyeglasses the following day, and they fit her perfectly.

If that wasn't enough, Ms. Barron telephoned me the following day to check on the fit. I tell everyone I know about LensCrafters and how this difficult situation was handled! Needless to say, everyone is amazed, and if they aren't already LensCrafters' customers, state that they will be from now on!

Best regards and continued success to LensCrafters!

2012

Dear LensCrafters,

I would like to write a letter of commendation for Dr. Angnehi Almasi. As a physician client, she provided excellent optthalmic care and she provided a thorough optthalmic exam and an evaluation. I had a very difficult case of a cataract in my left eye and she displayed a great deal of patience as well as confidence that she could provide an adequate refractory to help me do my profession. In fact, Dr. Almasi is a very well respected by many excellent optthalmologist in the Burbank area for her clinical expertise.

As an emergency physician, she has earned my respect and praise.

My thanks goes out to Dr. Almasi and LensCrafters!

THANK YOU FOR SAVING MY MOTHER'S LIFE

(This customer letter was sent via email to our website.)

I wanted to thank you and your company for saving my mother's life New Year's Eve. It was Dec 31 and my mother went to your store in Illinois complaining about double vision.

She thought she needed a pair of glasses. Your doctor performed an examination and said we needed to take her to a hospital immediately.

My mother was rushed to St. Elizabeth hospital in Bellville, IL. She was having a stroke.

Her blood pressure rose to 240 and the doctors all said "one more hour and she would have died."

The expertise of your doctor saved her life and my family is very grateful.

The story has another ironic twist: Mom visited WalMart a week earlier complaining about the same thing and they ordered her a pair of glasses. It was three days after receipt of those glasses from WalMart she felt she needed another pair.

Please accept my sincere thanks for helping my mother. She has indeed suffered a minor stroke, but your doctor's quick action keeps her here with us today.

We are eternally grateful.

Name withheld for confidentiality.

DATE:

2012

18

OneSight: A Tradition of Helping

OneSight started with question – what can the industry leader in eyewear and eye care do to help the millions of people who suffer from poor vision simply because they don't have access to care?

The program, which began as Give the Gift of Sight in 1988, offered in-store vouchers for new eyewear for those in need. Within three years the program expanded to global clinics, and by 1999 the program had helped its millionth recipient.

“At LensCrafters, helping many people to see was pretty compelling,” said former CEO Cliff Bartow, who was instrumental in the program’s founding.

Today, OneSight has helped more than 8 million patients, reaches thousands each year during global clinics, is developing sustainable clinics around the world and continues to be a central part of the LensCrafters’ culture. The timeline above shows just some of the many milestones the program has celebrated. Many LensCrafters associates have contributed to the OneSight’s success!





1988

Give the Gift of Sight store programs begin with vouchers for free new eyewear in LensCrafters stores across North America



1991

First Global Clinic to Costa Rica

1993

Hometown Day is established across all LensCrafters stores, creating the single, largest day of giving



1995

Give the Gift of Sight launches Seemore

1998

Iris joins the fleet



1999

LensCrafters helps its One Millionth patient

2008

Give the Gift of Sight merges with other regional programs to become OneSight, a global family of charitable vision care programs



2010

OneSight Launches EyeVan, a LensCrafters state-of-the-art production vehicle that travels to Regional Clinics to manufacture eyewear onsite.



2013

OneSight's celebrates 25 years of Helping the World See!

Sharing our Passion: OneSight

If you've ever helped out at the Vision Van, dispensed a pair of Chabellas, participated in Hometown Day or taken a OneSight donation in your store, you have these LensCrafters associates to thank. As OneSight celebrates its 25th year of helping the world see, we want to honor the entrepreneurial spirit of the associates below, and work all of us do to continue the mission of OneSight.





Judy Smith

Inspired during six Global Clinics, and seeing the great, unmet need in her own community, Judy Smith (LensCrafters Store #42, Sacramento, CA) started Hometown Day, where LensCrafters stores open early to provide free exams and glasses to locals in need. This has since become OneSight's largest single day of giving.



Paul Craven

During a Global Clinic in 1994, Lab Manager Paul Craven, (LensCrafters Store #333 Portland, ME), noticed that available inventory was not appropriate for children. Determined to find a solution, he headed back to his lab to create what is now known as the Chabella - a small, round frame, perfect for a child's face that is used on all Global Clinics



EyeVan

LensCrafters associates rallied to raise funds to help cover the cost of EyeVan, a 40-foot state-of-the-art production vehicle enabling most students at Regional Clinics to receive their eyewear immediately, instead of the typical two-week waiting period.



Melissa Standridge

Noticing that customers always offered to pay for fittings and adjustments (a free service), Melissa Standridge, GM (LensCrafters Store #225, Mobile, AL) wondered about the possibility of asking customers to make a donation to OneSight instead. And in 2001, Cents for Sight was born paving the way for the current register donation program which has raised more than \$5 million to date!

Partner Day: Saying Thanks

It takes the dedicated support of the Luxottica extended family of associates, suppliers and vendors to help make OneSight possible. Each year their efforts are celebrated during Partner Day. The event, which started in 2000, includes a golf outing (Par for Sight), silent auction, gala and an update on OneSight activities.



SCENE AND HEARD

Luxottica Partnership Day

Luxottica Retail Hosts 'Partners' for Meeting, Gala

CINCINNATI—Luxottica Retail welcomed its vendors and other business "partners," along with a number of headquarters associates to its 10th annual Partnership Day here last month.

Widened by Miriam Gianelli

Luxottica Retail's executive vice president, chief financial officer Jack Demoski and chief operating officer Kerry Bradley, attendees heard an update on the company's progress with its 10-year-old Partnership Day here last month.

Zimmerman of The Cincinnati Institute led the group in several team-building exercises, including games of "Simon Says," a juggling lesson, and talent cooperative efforts.

A presentation on Luxottica's Gift of Sight program by CEO of Sight officials and mission volunteers announced a new goal for the charitable campaign: seven million people helped by 2008.

Later that night, 395 people attended the 10th annual Gift of Sight luncheon and gala this year's theme for the night was Magical Mystery Tour.

Some 110 vendors and PLC staffers enjoyed the dinner and dancing, which featured a band of 100-year-old vendors, presented the award for the year's best PLC vendor, and a presentation of the year's best PLC vendor award.

Vendor partners in the (l) Andrew Clark of Eyewear Design, Mike Harder of LensCrafters, and Peter Fuchs of Christiana Optical Club with Luxottica's Blue Monday award a thank in the redemptive meeting.

Luxottica Retail executives (l) Jack Demoski, Kerry Bradley, and Mike Harder with PLC's CEO, Bob Bradley, and PLC's CEO, Bob Bradley, and PLC's CEO, Bob Bradley.

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OPTICAL INDEX

PLC Treats Top Vendors to Twilight River Cruise

CINCINNATI—OB—Precision LensCrafters treated its top 30 suppliers to a twilight river cruise on the scenic Ohio River last month. The trip was a special treat for the 30 suppliers, who were invited to PLC's new headquarters and distribution center, and met with a panel of the company's top executives.

Earlier in the day, PLC executives outlined their future needs and expectations to an audience of 30 vendors. From left, Dan Brown, Ben Hudson, Mike Puchner, and Paul Cohen.

Ben Hudson, PLC's CEO, hosted by Optique de Monde's Egan Brown (left) and Rebecca's Larry Roth.

Some 110 vendors and PLC staffers enjoyed the dinner and dancing, which featured a band of 100-year-old vendors, presented the award for the year's best PLC vendor, and a presentation of the year's best PLC vendor award.

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LensCrafters Cites Vendors At Annual Partner Meeting

CINCINNATI—At LensCrafters' annual partnership meeting last month, the chain gave its vendors and store associates a look at its plans for the future (VM, June 18, page 1), while recognizing its vendor partners for their help during the past year.

That evening, LensCrafters' annual Gift of Sight fundraising gala, using the theme "Seeing is Believing," was held to support the LensCrafters Foundation's "Give the Gift of Sight" charitable program.

At the partnership meeting, LensCrafters presented "Vendor of the Year" awards in several categories. CIBA Vision was named contact-lens vendor of the year, and Alcon was honored for contact-lens solutions. SOLA Optical was named vendor of the year for LENSES, while NanoFilm was cited as top vendor in the accessories category.

At the gala, performance artist Danny Dant created a portrait of John Lennon.



LensCrafters VP Janet Cahill welcomes Esalor's Rod Passarelli (l) and Jim Houssai to the Gift of Sight fundraising gala.

Retail/E-tail

LensCrafters Cites Vendors At Partnership Meeting

Gala raises more than \$500,000 for Gift of Sight

CINCINNATI—LensCrafters' annual partnership meeting last month was a night of celebration for the chain's vendors and store associates. The event, which was held at the Ritz-Carlton in Cincinnati, featured a dinner and dancing, and a presentation of the year's best PLC vendor award.

The evening's main event was the Gift of Sight fundraising gala, which raised more than \$500,000 for the LensCrafters Foundation's "Give the Gift of Sight" charitable program.

At the gala, performance artist Danny Dant created a portrait of John Lennon.

Vision Depot Takes Eyewear Into Phar-Mor

MSOPH—Despite claims that Phar-Mor is planning to enter the eyewear market, Vision Depot is not planning to do so. The company is currently focused on its core business of selling eyewear through its Vision Depot stores.

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New Funding Spurs Growth For E-tailer E-Lens.com

NEW YORK—E-Lens.com, an online optical retailer, is looking to expand its operations and is seeking new funding. The company is currently focused on its core business of selling eyewear through its E-Lens.com website.

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LensCrafters hosts anniversary meeting, featuring suppliers in the future.

A New Spirit of Cooperation Weds Buyers and Vendors

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LensCrafters Hosts Anniversary Meeting

NEW YORK—LensCrafters is celebrating its 10th anniversary and is looking to expand its operations and is seeking new funding. The company is currently focused on its core business of selling eyewear through its LensCrafters stores.

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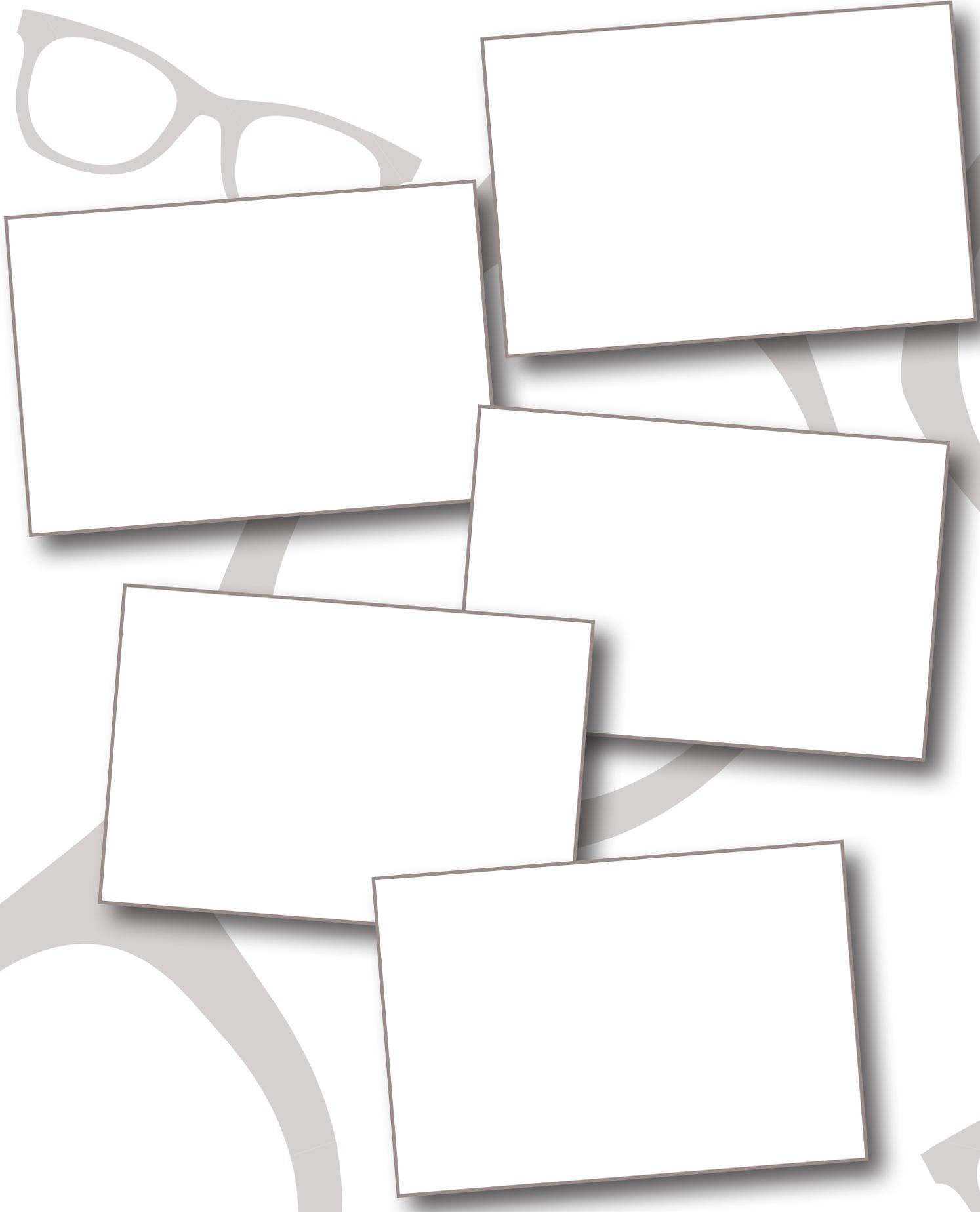
Hyman Resigns SRO Post

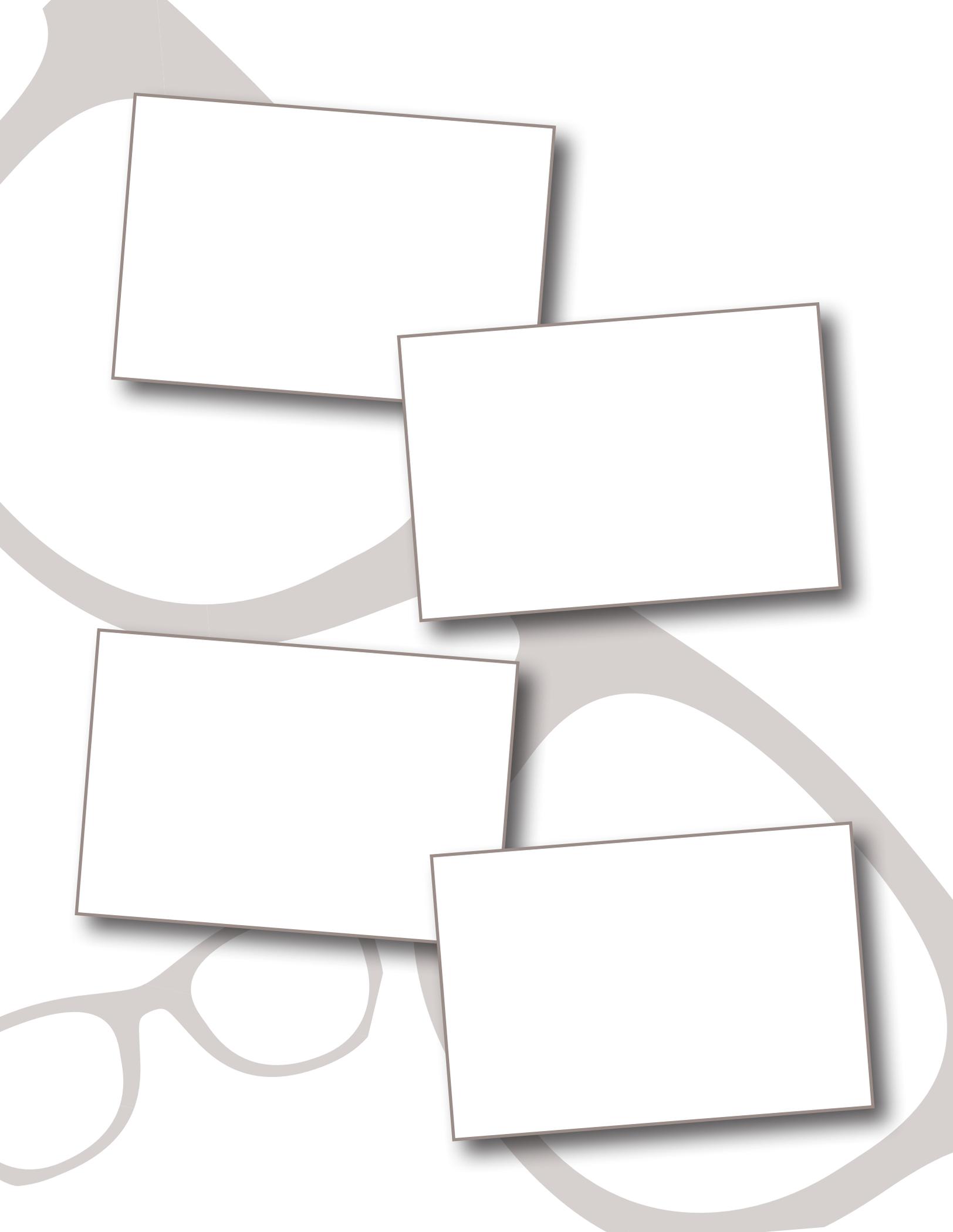
NEW YORK—Hyman has resigned his position as SRO of the New York State Bar Association. The resignation is effective immediately.

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As you read in this book, the history of LensCrafters focuses on people. Who are the notable figures in your LensCrafters history? Have them sign this book -to remember them and what they've done in your career!









"It is the heart that makes customers happy.
And we are the heart of the company."
-LensCrafters Associate

We wouldn't be celebrating 30 years without our people – from the founders, to today's leaders to store and manufacturing associates – our people are what set us apart. As you've seen on the preceding pages, our people have built the brand and will see us through the next 30 years.

How will you contribute your passion and creativity to shape the coming decades? Today starts the next chapter – the next customer who walks in, the next pair of lenses you fit into a frame or the next big idea will help shape our history. After three decades, we remain the industry leader. Help us as we show the world once again different ways to think about eyecare.

LENSCRAFTERS®

