



Optimum[®]
OPTICAL

READERS REDEFINED

SUPERIOR QUALITY FRAMES DECONSTRUCTED



Crafted from quality materials

Time-tested, classically inspired designs to keep you looking sharp.

Spring-mounted hinges flex for a better fit on any face type.

Ultra sharp, anti-glare and anti-scratch lenses offer magnification from 1.25 to 3.00 power.



Each pair includes a **SNAP SHELL CASE**

Crushed faux leather with pressed logo on front. Five attractive colors to choose from. Keep your readers safe and clean.

Welcome to the New and Improved Optimum Optical[®] Readers Program.

Unit consists of 240 pieces.
40 unique styles in 7 powers.

\$5.90 each
includes case

Reorder by style/power in 2 packs



Modern **STORE DISPLAY**

The entire Optimum Optical store display has been re-envisioned from the ground up. Using clean lines and a minimal aesthetic, this display is sure to be a head-turner in your store. Free with opening order.

READING GLASSES 240PC UNIT
OA-U240



7 22950 30593 5

DISPLAY
DIS-OA-U240



7 22950 30594 2

FOREST

Pine trees and pebble streams were the inspiration for these classic frames.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-FOR125 	OA-FOR150 	OA-FOR175 	OA-FOR200 	OA-FOR225 	OA-FOR250 	OA-FOR300 

ARLINGTON

Green

A classic silhouette with a bright green frame inspired by spring-time.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-ARLG125 	OA-ARLG150 	OA-ARLG175 	OA-ARLG200 	OA-ARLG225 	OA-ARLG250 	OA-ARLG300 

ARLINGTON

Orange

A classic silhouette with a burnt orange frame inspired by the turning leaves of autumn.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-ARLO125 	OA-ARLO150 	OA-ARLO175 	OA-ARLO200 	OA-ARLO225 	OA-ARLO250 	OA-ARLO300 

CHERRY BOMB

These bright red frames with black temples are fearless. Not for the timid.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-CBM125 	OA-CBM150 	OA-CBM175 	OA-CBM200 	OA-CBM225 	OA-CBM250 	OA-CBM300 

BLACK AND TAN

A satisfying blend of dark to cream, these frames will take you from morning coffee to happy hour.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-BNT125 	OA-BNT150 	OA-BNT175 	OA-BNT200 	OA-BNT225 	OA-BNT250 	OA-BNT300 

MORGAN

Amber

From the meeting to the weekend, this thin design in amber is an instant classic.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-MRGA125	OA-MRGA150	OA-MRGA175	OA-MRGA200	OA-MRGA225	OA-MRGA250	OA-MRGA300

MORGAN

Black

Smart and sophisticated whether at the office or a night on the town, this thin silhouette in black is an instant classic.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-MRGB125	OA-MRGB150	OA-MRGB175	OA-MRGB200	OA-MRGB225	OA-MRGB250	OA-MRGB300

MOXIE

Black

Librarian meets little black dress. These sophisticated frames give off a dose of high-class attitude.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-MOXB125	OA-MOXB150	OA-MOXB175	OA-MOXB200	OA-MOXB225	OA-MOXB250	OA-MOXB300

MOXIE

Red

Candy apple frames and inset corners give these frames style with bite.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-MOXR125	OA-MOXR150	OA-MOXR175	OA-MOXR200	OA-MOXR225	OA-MOXR250	OA-MOXR300

NORTHWOODS

A cozy lodge with a good book is the inspiration behind these outdoorsy frames.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-NWD125	OA-NWD150	OA-NWD175	OA-NWD200	OA-NWD225	OA-NWD250	OA-NWD300

HOFFMAN

Devilishly good-looking frames with a dark red tortoise pattern for a no-nonsense look.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-HOF125 	OA-HOF150 	OA-HOF175 	OA-HOF200 	OA-HOF225 	OA-HOF250 	OA-HOF300 

ADDISON

Aristocratic frames with a refined cat's eye shape. Silver triangles near the hinges add vintage detail to this modern-day reader.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-ADD125 	OA-ADD150 	OA-ADD175 	OA-ADD200 	OA-ADD225 	OA-ADD250 	OA-ADD300 

PRIVATE EYE

Amber

Channel your inner gumshoe with these smart rectangular frames in a rubberized matte amber finish.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-PEYA125 	OA-PEYA150 	OA-PEYA175 	OA-PEYA200 	OA-PEYA225 	OA-PEYA250 	OA-PEYA300 

PRIVATE EYE

Black

Channel your inner gumshoe with these smart rectangular frames in a rubberized matte black finish.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-PEYB125 	OA-PEYB150 	OA-PEYB175 	OA-PEYB200 	OA-PEYB225 	OA-PEYB250 	OA-PEYB300 

BETTY

Inspired by poodle skirts and drive-in theaters, these throwbacks are sure to bring some style and attention to anyone who wears them.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-BTY125 	OA-BTY150 	OA-BTY175 	OA-BTY200 	OA-BTY225 	OA-BTY250 	OA-BTY300 

Optimum[®] OPTICAL

READERS REDEFINED

Get the look without breaking the bank. We offer amazing style at a crazy good price point.



SOHO Clear

Clear frames cut with black temples create a tragically stylish set of readers.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-SHOC125 	OA-SHOC150 	OA-SHOC175 	OA-SHOC200 	OA-SHOC225 	OA-SHOC250 	OA-SHOC300 

SOHO Red

Candy apple red frames cut with black temples create a tragically stylish set of readers.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-SHOR125 	OA-SHOR150 	OA-SHOR175 	OA-SHOR200 	OA-SHOR225 	OA-SHOR250 	OA-SHOR300 

SOLAR

A bright sun-yellow frame adds a look of youth to any face.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-SLR125 	OA-SLR150 	OA-SLR175 	OA-SLR200 	OA-SLR225 	OA-SLR250 	OA-SLR300 

Featured
SHELBY
in Seafoam



SHELBY
Seafoam

A stylish tortoise shape joined with a splash of color gives these frames a classic look.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-SHLS125 	OA-SHLS150 	OA-SHLS175 	OA-SHLS200 	OA-SHLS225 	OA-SHLS250 	OA-SHLS300 

SHELBY
Red

A stylish tortoise shape with a hint of red for a bit of attitude.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-SHLR125 	OA-SHLR150 	OA-SHLR175 	OA-SHLR200 	OA-SHLR225 	OA-SHLR250 	OA-SHLR300 

POP ART

Eyes are instantly drawn to these bright and vibrant readers.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-PAT125 	OA-PAT150 	OA-PAT175 	OA-PAT200 	OA-PAT225 	OA-PAT250 	OA-PAT300 

DELTA

The timeless horn rim style invented in the early 1900s. These readers define cool.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-DEL125 	OA-DEL150 	OA-DEL175 	OA-DEL200 	OA-DEL225 	OA-DEL250 	OA-DEL300 

Featured
BROOKLYN
Assortment



BROOKLYN
Aqua

Frosted blue frames in a rounded, keyhole bridge sets this design apart from the pack.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-BRKA125 	OA-BRKA150 	OA-BRKA175 	OA-BRKA200 	OA-BRKA225 	OA-BRKA250 	OA-BRKA300 

BROOKLYN
Black

Matte black frames in a rounded, keyhole bridge sets this design apart from the pack.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-BRKB125 	OA-BRKB150 	OA-BRKB175 	OA-BRKB200 	OA-BRKB225 	OA-BRKB250 	OA-BRKB300 

BROOKLYN
Frosted

Frosted clear frames in a rounded, keyhole bridge sets this design apart from the pack.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-BRKF125 	OA-BRKF150 	OA-BRKF175 	OA-BRKF200 	OA-BRKF225 	OA-BRKF250 	OA-BRKF300 

BEACH HOUSE

Citrus

Soak up the sun in these summer-time inspired frames.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-BHSC125 	OA-BHSC150 	OA-BHSC175 	OA-BHSC200 	OA-BHSC225 	OA-BHSC250 	OA-BHSC300 

BEACH HOUSE

Lilac

These refreshing frames offer a cool and summery look to any style.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-BHSL125 	OA-BHSL150 	OA-BHSL175 	OA-BHSL200 	OA-BHSL225 	OA-BHSL250 	OA-BHSL300 

BOOKER

Blue

A true blue facefront with amber speckled temples give these frames a sophisticated look.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-BKRB125 	OA-BKRB150 	OA-BKRB175 	OA-BKRB200 	OA-BKRB225 	OA-BKRB250 	OA-BKRB300 

BOOKER

Red

An amber-speckled facefront with deep red temples give these frames a sophisticated look.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-BKRR125 	OA-BKRR150 	OA-BKRR175 	OA-BKRR200 	OA-BKRR225 	OA-BKRR250 	OA-BKRR300 

ENZO

Sport your adventurous side with these black and blue, semi-rim frames.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-ENZ125 	OA-ENZ150 	OA-ENZ175 	OA-ENZ200 	OA-ENZ225 	OA-ENZ250 	OA-ENZ300 

EMERSON SOFT

Black

Go beyond the basics with these satin-finish two-tone frames in matte black and ash.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-EMRB125 	OA-EMRB150 	OA-EMRB175 	OA-EMRB200 	OA-EMRB225 	OA-EMRB250 	OA-EMRB300 

EMERSON SOFT

Purple

Go beyond the basics with these satin-finish two-tone frames in deep purple and plum.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-EMRP125 	OA-EMRP150 	OA-EMRP175 	OA-EMRP200 	OA-EMRP225 	OA-EMRP250 	OA-EMRP300 

FAIRWAYS

Blue

A classic style resurrected for the modern man or woman in electric blue.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-FWYB125 	OA-FWYB150 	OA-FWYB175 	OA-FWYB200 	OA-FWYB225 	OA-FWYB250 	OA-FWYB300 

FAIRWAYS

Red

A classic style resurrected for the modern man or woman in fire engine red.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-FWYR125 	OA-FWYR150 	OA-FWYR175 	OA-FWYR200 	OA-FWYR225 	OA-FWYR250 	OA-FWYR300 

LONDON

Get the jetset perspective with these rectangular frames and clear patterned temples.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-LND125 	OA-LND150 	OA-LND175 	OA-LND200 	OA-LND225 	OA-LND250 	OA-LND300 

WHITAKER

Natural Oak

Go all natural with these eclectic frames featuring wood grain temples.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-WHTN125 	OA-WHTN150 	OA-WHTN175 	OA-WHTN200 	OA-WHTN225 	OA-WHTN250 	OA-WHTN300 

WHITAKER

Black Oak

A woody vibe and a charcoal finish give these eclectic frames a stylish matte look.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-WHTB125 	OA-WHTB150 	OA-WHTB175 	OA-WHTB200 	OA-WHTB225 	OA-WHTB250 	OA-WHTB300 

SMOKE

These frames set the tone with a semi-translucent slate color.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-SMK125 	OA-SMK150 	OA-SMK175 	OA-SMK200 	OA-SMK225 	OA-SMK250 	OA-SMK300 

COPENHAGEN

Black

A modern take on the classic horn-rimmed spectacle in black with ivory flecks.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-COPB125 	OA-COPB150 	OA-COPB175 	OA-COPB200 	OA-COPB225 	OA-COPB250 	OA-COPB300 

COPENHAGEN

Tortoise

A modern take on the classic horn-rimmed spectacle in tortoise.



+1.25	+1.50	+1.75	+2.00	+2.25	+2.50	+3.00
OA-COPT125 	OA-COPT150 	OA-COPT175 	OA-COPT200 	OA-COPT225 	OA-COPT250 	OA-COPT300 

TIMELESS STYLE

Our readers are designed for functionality and modeled around iconic styles that defined generations. For a look that is both timeless and fresh, join us at Optimum Optical®.



Available exclusively at



DM Merchandising
800.548.6784 • 247DM.COM