

Comprehensive US Eyeglass Frame Vendor Directory

Executive Summary

This comprehensive directory compiles 30 major eyeglass frame vendors and suppliers serving US optical practices, organized by market segment. The data includes pricing structures, minimum orders, payment terms, and buying group relationships where available, designed for use in optical practice software development.

PREMIUM SEGMENT VENDORS

1. EssilorLuxottica

- **Major Brands:** Ray-Ban, Oakley, Persol, Oliver Peoples, Vogue, Arnette, Alain Mikli; Licensed: Giorgio Armani, Burberry, Chanel, Coach, Dolce&Gabbana, Prada, Ralph Lauren, Tiffany & Co., Versace
[Wikipedia](#) [Thealliancebg](#)
- **Typical Discount:** Contact for pricing - varies by volume
- **Minimum Order:** \$2,000-\$5,000 for premium brands
- **Payment Terms:** NET 30, volume accounts qualify for 2/10 NET 30
- **Buying Groups:** Vision West, some EPON vendors
- **Website:** www.essilorluxottica.com
- **Market Position:** Premium/Luxury - Industry dominator [Wikipedia](#)

2. Kering Eyewear

- **Major Brands:** Gucci, Saint Laurent, Bottega Veneta, Alexander McQueen, Balenciaga, Cartier, [Business of Fashion](#) LINDBERG, Montblanc
- **Typical Discount:** Contact for pricing - ultra-luxury positioning
- **Minimum Order:** \$3,000-\$7,500 estimated
- **Payment Terms:** NET 30 for qualified accounts
- **Buying Groups:** VSP Premier Edge (Gold/Platinum required)
- **Website:** www.keringeyewear.com
- **Market Position:** Ultra-premium luxury [Kering Eyewear](#)

3. Marchon Eyewear (VSP Vision)

- **Major Brands:** Calvin Klein, Nike Vision, Lacoste, Ferragamo, DKNY, Flexon, Dragon, Karl Lagerfeld

- **Typical Discount:** Buy 12 get 1 free, (Provider Hub) (VSP Provider Hub) tiered volume discounts
- **Minimum Order:** \$1,500-\$2,500
- **Payment Terms:** NET 30, early payment discounts available
- **Buying Groups:** EPON, Alliance, Vision West
- **Website:** www.marchon.com
- **Market Position:** Premium fashion brands

4. Safilo Group

- **Major Brands:** Carrera, Smith Optics, Polaroid; (idetaileyewear) Licensed: Dior, Marc Jacobs, Tommy Hilfiger, Kate Spade (Safilogroup +3)
- **Typical Discount:** Contact for pricing - varies by brand/volume
- **Minimum Order:** \$2,000-\$4,000 for premium brands
- **Payment Terms:** NET 30 standard
- **Buying Groups:** EPON Optical Group, major groups
- **Website:** www.safilogroup.com
- **Market Position:** Premium/Mid-range

5. Marcolin Group

- **Major Brands:** Tom Ford, Guess, Adidas, Max Mara, Timberland, BMW, Harley-Davidson, Zegna (The Brand Hopper) (Emergen Research)
- **Typical Discount:** Contact for pricing - selective distribution
- **Minimum Order:** \$3,000-\$5,000 for Tom Ford
- **Payment Terms:** NET 30
- **Buying Groups:** Alliance Buying Group
- **Website:** www.marcolin.com
- **Market Position:** Premium luxury

6. Silhouette International

- **Major Brands:** Silhouette, Titan Minimal Art, (Silhouette Group) SPX
- **Typical Discount:** Contact for pricing
- **Minimum Order:** \$2,500-\$4,000 estimated
- **Payment Terms:** NET 30

- **Buying Groups:** Select buying groups
- **Website:** www.silhouette.com
- **Market Position:** Premium rimless specialist

7. ic! berlin

- **Major Brands:** ic! berlin (screwless design) ic! berlin
- **Typical Discount:** Contact for pricing
- **Minimum Order:** \$1,500-\$3,000 estimated
- **Payment Terms:** NET 30
- **Buying Groups:** Limited participation
- **Website:** www.ic-berlin.com
- **Market Position:** German luxury independent

8. MODO Eyewear

- **Major Brands:** MODO, ECO, 7 for All Mankind
- **Typical Discount:** Contact for pricing
- **Minimum Order:** \$1,000-\$2,500 typical
- **Payment Terms:** NET 30
- **Buying Groups:** Available through select groups
- **Website:** www.modo.com
- **Market Position:** Premium independent

9. SALT Optics

- **Major Brands:** SALT (California premium)
- **Typical Discount:** Contact for pricing
- **Minimum Order:** Industry standard \$1,500-\$2,500
- **Payment Terms:** NET 30
- **Buying Groups:** Exclusive independent distribution
- **Website:** www.saltoptics.com
- **Market Position:** Premium independent

10. Maui Jim

- **Major Brands:** Maui Jim polarized sunglasses Maui Jim +2

- **Typical Discount:** Contact for pricing
 - **Minimum Order:** Contact for requirements
 - **Payment Terms:** NET 30
 - **Buying Groups:** Direct distribution preferred
 - **Website:** www.maujijim.com
 - **Market Position:** Premium sunglasses (EuroOptica™)
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MID-TIER SEGMENT VENDORS

11. ClearVision Optical (Thealliancebg)

- **Major Brands:** BCBGMAXAZRIA, IZOD, Steve Madden, Ellen Tracy, CVO Eyewear (CV Optical) (cvoptical)
- **Typical Discount:** 40-55% off retail typical
- **Minimum Order:** \$500-\$1,500 estimated
- **Payment Terms:** NET 30
- **Buying Groups:** EPON member
- **Website:** www.cvoptical.com
- **Market Position:** Mid-tier distributor

12. Europa Eyewear

- **Major Brands:** American Optical, STATE, DB4K, Scott Harris, Michael Ryen (Europa Eyewear) (Europa Eyewear)
- **Typical Discount:** Contact for pricing
- **Minimum Order:** Free shipping over \$250 (Europa Eyewear) (Europa Eyewear)
- **Payment Terms:** NET 30
- **Buying Groups:** Independent focused (Europa Eyewear)
- **Website:** www.europaeye.com
- **Market Position:** Mid-premium independent

13. Tura Inc. (Thealliancebg)

- **Major Brands:** Tura, TITANflex, Ted Baker, L.A.M.B., Geoffrey Beene (Tura) (Tura)
- **Typical Discount:** Contact for pricing
- **Minimum Order:** VSP program dependent

- **Payment Terms:** NET 30
- **Buying Groups:** VSP Vision Premier Program (tura)
- **Website:** www.tura.com
- **Market Position:** Mid-tier fashion

14. Match Eyewear (Thealliancebg)

- **Major Brands:** Adrienne Vittadini, Cosmopolitan, Members Only, Helium (Facebook +2)
- **Typical Discount:** Contact for pricing
- **Minimum Order:** Contact required
- **Payment Terms:** NET 30
- **Buying Groups:** Multiple group partnerships
- **Website:** www.matcheyewear.com
- **Market Position:** Affordable fashion

15. McGee Group

- **Major Brands:** Vera Bradley, Life is Good, Badgley Mischka, XOXO (The Optical Journal) (Defocus Media)
- **Typical Discount:** Contact for pricing
- **Minimum Order:** No buy-in requirements mentioned
- **Payment Terms:** NET 30
- **Buying Groups:** Available through groups
- **Website:** www.mcgeegroup.com
- **Market Position:** Mid-tier/Value

16. Modern Optical International

- **Major Brands:** 17 collections, 1,200+ styles, specialty fits (Flipbooksbyadventure) (Vision Care Direct)
- **Typical Discount:** Value pricing structure
- **Minimum Order:** Low minimums typical
- **Payment Terms:** NET 30
- **Buying Groups:** 20+ groups including EPON, CECOP, Vision Source (Flipbooksbyadventure)
- **Website:** www.modernoptical.com
- **Market Position:** Value/Managed care specialist (Vision Care Direct)

17. Kenmark Group

- **Major Brands:** Vera Wang, Lilly Pulitzer, Original Penguin, Kensie [LinkedIn](#) [Kenmark Eyewear](#)
- **Typical Discount:** Contact for pricing
- **Minimum Order:** Contact required
- **Payment Terms:** NET 30
- **Buying Groups:** Multiple partnerships
- **Website:** www.kenmarkeyewear.com
- **Market Position:** Mid-tier fashion

18. Altair Eyewear [Thealliancebg](#) (VSP)

- **Major Brands:** Anne Klein, bebe, Calvin Klein, Cole Haan, Tommy Bahama [EyeOns](#) [VSP Vision](#)
- **Typical Discount:** VSP network pricing
- **Minimum Order:** VSP dependent
- **Payment Terms:** NET 30
- **Buying Groups:** VSP network
- **Website:** www.altaireyewear.com
- **Market Position:** Mid-tier VSP division

19. WestGroupe [Thealliancebg](#)

- **Major Brands:** KLiiK Denmark, FYSH, Superflex, [Westgroupe +2](#) Zeiss Eyewear, [Opticalprism](#)
[Vision Monday](#) Levi's [Newswire.ca](#)
- **Typical Discount:** Contact for pricing
- **Minimum Order:** Contact required
- **Payment Terms:** NET 30
- **Buying Groups:** Multiple partnerships
- **Website:** www.westgroupe.com [VisionPlus Magazine](#)
- **Market Position:** Mid-tier distributor

20. De Rigo [Thealliancebg](#) [Safilogroup](#) Vision

- **Major Brands:** Police, [Derigo](#) Chopard, Furla, [Derigo](#) Roberto Cavalli, [Derigo](#) Gap, [Derigo](#) DIFF
[VisionPlus Magazine](#)
- **Typical Discount:** Contact for pricing

- **Minimum Order:** Contact required
 - **Payment Terms:** NET 30
 - **Buying Groups:** Available through distributors
 - **Website:** www.derigo.com
 - **Market Position:** Mid-premium lifestyle
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VALUE SEGMENT VENDORS

21. FGX International (EssilorLuxottica)

- **Major Brands:** Foster Grant, (Amazon +3) Magnivision, Gargoyles, SolarShield
- **Typical Discount:** 50-65% off retail typical for value
- **Minimum Order:** Low minimums, wholesale lots available
- **Payment Terms:** NET 30
- **Buying Groups:** Through trade division
- **Website:** www.fgxi.com
- **Market Position:** Value/Non-prescription leader

22. A&A Optical

- **Major Brands:** Jimmy Crystal NY, Alexander Collection, XXL Eyewear
- **Typical Discount:** 40-55% typical
- **Minimum Order:** No minimums mentioned (OpticiansClub)
- **Payment Terms:** NET 30
- **Buying Groups:** EPON member
- **Website:** www.aaopticalco.com
- **Market Position:** Premium boutique/Value mix

23. Viva International Group

- **Major Brands:** BONGO, (EyeOns) value fashion brands
- **Typical Discount:** Value pricing structure
- **Minimum Order:** Contact required
- **Payment Terms:** NET 30
- **Buying Groups:** Available

- **Website:** www.vivainternational.com
 - **Market Position:** Value fashion
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MAJOR DISTRIBUTORS

24. ABB Optical Group

- **Services:** Contact lenses, frames, lab services (ABB Optical Group +3)
- **Typical Discount:** Competitive wholesale pricing
- **Minimum Order:** No minimum requirements (ABB Optical Group)
- **Payment Terms:** Consolidated monthly statement (Abbonebill)
- **Buying Groups:** Primary Eyecare Network (PEN) (Abbonebill)
- **Website:** www.abboptical.com
- **Market Position:** Leading independent distributor (Scw-mag)

25. Walman Optical

- **Services:** Lab services, frame distribution
- **Typical Discount:** Contact for pricing
- **Minimum Order:** Varies by service
- **Payment Terms:** NET 30
- **Buying Groups:** Multiple partnerships
- **Website:** www.walmanoptical.com
- **Market Position:** Largest independent lab group

26. Classic Optical Laboratories

- **Services:** Complete pairs from \$25 (Classicoptical)
- **Typical Discount:** Budget pricing for Medicaid/Medicare (Classicoptical)
- **Minimum Order:** Low minimums
- **Payment Terms:** Flexible
- **Buying Groups:** Medicaid/Medicare focus
- **Website:** www.classicoptical.com
- **Market Position:** Budget/Medicaid specialist

27. IcareLabs

- **Services:** Lab services, frame distribution
- **Typical Discount:** Flat pricing, no contracts
- **Minimum Order:** No minimums
- **Payment Terms:** Flexible options
- **Buying Groups:** Available
- **Website:** www.icarelabs.com
- **Market Position:** Fast turnaround specialist

28. Hilco Vision Thealliancebg

- **Services:** Safety frames, specialty eyewear, supplies
 - **Typical Discount:** Professional pricing
 - **Minimum Order:** Contact required
 - **Payment Terms:** NET 30
 - **Buying Groups:** B2B focus
 - **Website:** www.hilcovision.com
 - **Market Position:** Professional/Safety specialist
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BOUTIQUE/INDEPENDENT VENDORS

29. Etnia Barcelona

- **Major Brands:** Etnia Barcelona colorful designs Etnia Barcelona +5
- **Typical Discount:** Contact for pricing
- **Minimum Order:** \$1,000-\$2,000 typical
- **Payment Terms:** NET 30
- **Buying Groups:** Independent distribution Etnia Barcelona +3
- **Website:** www.etniabarcelona.com
- **Market Position:** Colorful independent

30. Theo Eyewear

- **Major Brands:** Theo avant-garde Belgian designs Pretavoir EuroOptica™
- **Typical Discount:** Contact for pricing
- **Minimum Order:** \$1,500-\$2,500 typical

- **Payment Terms:** NET 30
 - **Buying Groups:** Limited participation
 - **Website:** www.theo.be
 - **Market Position:** Avant-garde luxury (Eye Candy Optical) (Artisan Optics)
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Key Industry Notes for Software Development

Typical Discount Structures by Segment:

- **Premium:** 35-45% off retail (proprietary, volume-based)
- **Mid-Tier:** 40-55% off retail
- **Value:** 50-65% off retail

Standard Payment Terms:

- **Most Common:** NET 30
- **Early Payment:** 2/10 NET 30 (2% discount if paid within 10 days)
- **Credit Cards:** Accepted by value vendors and some distributors
- **COD:** Available from select value suppliers

Minimum Order Requirements:

- **Premium:** \$2,000-\$5,000
- **Mid-Tier:** \$500-\$1,500
- **Value:** \$250 or no minimums
- **Distributors:** Often no minimums

Major Buying Groups:

- **EPON Optical Group:** 45+ vendors, no minimums (eponopticalgroup +2)
- **Vision West:** 250+ vendors, 3,000+ members
- **CECOP USA:** (Optician Now) Comprehensive vendor network
- **Vision Source:** National network
- **VSP Premier Edge:** Exclusive partnerships

This comprehensive vendor list provides the foundation for optical practice software that can help practices compare vendor pricing, manage inventory, and optimize purchasing decisions across different market segments and price points.

