

# INVISION®

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## **MILWAUKEE EYE CARE NAMED ONE OF ‘AMERICA’S FINEST’**

Milwaukee Eye Care’s Prospect Avenue location has been recognized as one of 2020’s America’s Finest Optical Retailers by INVISION, the magazine for the American eyecare professional. The Milwaukee, WI-based business was named an Honorable Mention in the international contest.

Now in its seventh year, the annual contest highlights the best examples of independent eyewear retailers in the United States and Canada.

“Every year we feel privileged to bring our readers the best of the best of independent optical retail in our industry,” said Deirdre Carroll, INVISION’s editor-in-chief. “But a store wouldn’t really fit our ‘Finest’ criteria if it weren’t for things like creative marketing, spectacular design, and a unique story. Each year, I am blown away by the caliber of honorees recognized and this year is no exception!”

Stores are judged on exterior appearance, interior appearance/design, store biography, marketing, web presence and overall individuality.

The top three winners are featured in multi-page spreads in the July/August issue of INVISION and on [invisionmag.com](http://invisionmag.com). Honorable Mention are announced in the same issue and each receives an America’s Finest Optical Retailers profile in a monthly issue of INVISION from September 2020 through June 2021.

For more information, email INVISION’s Editor-in-Chief, Deirdre Carroll, at [dee@invisionmag.com](mailto:dee@invisionmag.com).

### About INVISION Magazine

INVISION Magazine helps North America’s independently-owned eyecare professionals improve their businesses by providing them with smart ideas they can put directly into action each month and daily online at [invisionmag.com](http://invisionmag.com). INVISION is published by Smartwork Media, which also publishes INSTORE (for jewelry store owners) and PETS+ (for pet store owners).