



EASTERN CANADA SALES MANAGER
IGOR.V@OGIEYEWEAR.COM

OPTICAL EXPERIENCE

Sometimes when I am at my appointments with customers and they are selecting the assortment, I end up working directly with their customers. With over 11 years experience in the business, it continues to be exhilarating to fit a person with a design they love. The real time feedback in the store with a customer beaming in the fitting, that is an incredible experience that sends chills. It shows how successful the line can be and often strengthens the buyer's commitment to the collections. These unplanned private trunk shows demonstrate my commitment to the experience of making people feel happy.

WHY DO YOU LOVE WHAT YOU DO?

I love working with people and seeing them light up when we review the collections. I am so proud that I can contribute to the excitement, the creativity and the passion these optical professionals have for their business and fashion.

FAVORITE COLLECTION?

Black is the most popular color in my wardrobe and Seraphin perfectly finishes my look. The rich, classic cues of the collection with an updated point of view, keeps things understated and fashionable at work. My personal aesthetic and the right frame choice, lets the product speak, while I do the showing.

INTERESTS AND HOBBIES?

Travel, exploring new places, meeting new people—all of this energizes me. Getting a glimpse at how other people live, how they think and witnessing the memories they create; this inspires me.

WHAT IS ON YOUR MOST RECENT PLAYLIST IN THE CAR?

Silence and Thoughts (or Silent Thoughts?)

IS PINEAPPLE ON PIZZA A SIN?

No, it helps break down fat on Pizza.

WHAT SHOULD WE KNOW ABOUT YOU THAT NO ONE WOULD BELIEVE?

I attended Russian Military school and served as a senior lieutenant in the Russian Armed Forces in Moscow.

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