

INVISION®

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ALTERNATE VIEW WINS ‘AMERICA’S FINEST’

The Carmel, IN-based Alternate View, owned by Mollie Tavel Kaback, has won the 2026 America’s Finest Optical Retailers contest from INVISION, the magazine for the American eyecare professional.

Now in its 13th year, the annual contest highlights the best examples of independent eyewear retailers in the United States and Canada.

“Our judges were unanimous: Alternate View has crafted an experience that feels less like a traditional practice and more like a luxury wellness destination,” said Deirdre Carroll, INVISION’s editor-in-chief. “From their stunning color story and elevated merchandising to their thoughtful integration of styling, technology, and community-building, every detail reflects a deep understanding of what today’s patients crave. Alternate View proves that when you lead with intention, creativity, and genuine care, you can transform eyecare into something unforgettable.”

Entrants are judged on exterior appearance, interior appearance/design, store biography, marketing, web presence and overall individuality by an expert panel of industry judges.

The winner is featured on the cover and in a multi-page spread in the July/August issue of INVISION and on invisionmag.com. Honorable Mentions are announced in the same issue, and each receives an America’s Finest Optical Retailers profile in a monthly issue of INVISION from September 2026 through June 2027. The winner’s package can be viewed at invisionmag.com/AmericasFinest.

For more information, email INVISION’s Editor-in-Chief, Deirdre Carroll, at dee@invisionmag.com.

About INVISION Magazine

Now in its 12th year, 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. INVISION is published by SmartWork Media, which also publishes INSTORE, PETS+ VMSD, *Signs of the Times*, *Big Picture* and *Screen Printing*, as well as its respective websites and events — The International Retail Design Conference (IRDC), Shop! Ideation, Shop! MarketPlace, INVISION Match! and JA New York Produced by INSTORE. Learn more at smartworkmedia.com.