

FOR IMMEDIATE RELEASE

Media Contact:

Mollie Tavel Kaback, Founder, Alternate View
mollie.tavel@alternateview.com | 317-370-7141 (cell)
750 Veterans Way, Suite 228, Carmel, IN 46032

Carmel Eye Care & Facial Aesthetics Boutique Alternate View Named America's Finest Optical Retailer

National honor recognizes an Indiana business challenging the traditional eye care experience; Alternate View the first Indiana retailer ever to earn the industry's highest recognition.

CARMEL, Ind. - Aug. 3, 2026 - Alternate View, the Carmel-based eye care and facial aesthetics boutique redefining how consumers experience eye care, has been named [America's Finest Optical Retailer by INVISION magazine](#), becoming the first Indiana retailer ever to receive the industry's highest honor. Presented annually to one independently owned optical retailer across the United States and Canada, the award recognizes businesses that are shaping the future of independent eye care - and this year, that future is being recognized in Carmel.

Less than two years after opening in Carmel City Center, Alternate View has earned national recognition for a concept built on one simple belief: eye care should feel like self-care. Rather than recreating a traditional optical practice, owner Mollie Tavel Kaback spent years analyzing changing consumer expectations before developing a concept that combines comprehensive eye care, personalized eyewear styling, dry eye therapy, and facial aesthetics into one thoughtfully curated experience. The result is an environment where hospitality, personalized care, innovative technology, and design work together to help clients look and feel their best.

"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 "Dee" 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 eye care into something unforgettable."

For Tavel Kaback, the recognition validates a vision that challenged long-held assumptions about what an eye care experience could be.

"From the beginning, I believed people deserved a different kind of experience. For decades, we've accepted that eye care should feel clinical, transactional, and separate from the way we care for the rest of ourselves. I wanted to challenge that assumption. Alternate View was created to bring together exceptional eye care, thoughtfully curated eyewear, and facial rejuvenation in a setting that feels welcoming, personal, and inspiring. To see that vision recognized on a national stage, and to know it's happening here in Carmel, is incredibly meaningful."

While Alternate View represents an entirely new concept, it is rooted in generations of Indiana eye care leadership. Tavel Kaback is a third-generation member of one of Indiana's best-known eye care families, but rather than replicate a traditional practice, she set out to create something entirely different... One that reflects how today's consumers prioritize wellness, personalization, and meaningful experiences.

Since opening in December 2024, Alternate View has become an active part of the Carmel community, hosting events, networking gatherings, trunk shows, educational experiences, and welcoming new Carmel City Center residents through neighborhood partnerships. That commitment to community was among the many qualities recognized through this year's award.

To celebrate the recognition, Alternate View will host an America's Finest Community Open House on September 10, 2026, welcoming clients, neighbors, community leaders, local partners, and media to experience the nationally recognized concept firsthand. Guests will enjoy a champagne toast, personalized styling experiences and opportunities to meet the team behind the award-winning boutique. Additional event details will be announced in the coming weeks.

Why the Judges Chose Alternate View

- A hospitality-driven experience designed to make eye care feel welcoming, personal, and enjoyable.
- Comprehensive eye care, personalized eyewear styling, dry eye therapy, and facial aesthetics thoughtfully brought together in one destination.
- Complimentary dry eye screening with every comprehensive eye examination.
- One-on-one eyewear styling with curated frame selections tailored to each client's lifestyle, personal style, and prescription needs.
- One of the country's few bespoke eyewear experiences, offering made-to-order frames designed specifically for each client.
- A seamless digital client journey from scheduling through checkout.
- A strong commitment to community engagement and local partnerships.

Fast Facts

- America's Finest Optical Retailer is awarded annually to one independently owned optical retailer in North America, with nine additional practices recognized as Honorable Mentions.
- Alternate View is the first Indiana retailer ever to receive the top honor.
- Alternate View opened in December 2024 in Carmel City Center.
- The recognition comes less than two years after opening.
- The award recognizes excellence in innovation, client experience, design, marketing, and community impact.

About Alternate View

Alternate View is a modern eye care and facial aesthetics boutique located in Carmel City Center, dedicated to helping clients look and feel their best. Built on the belief that eye care should feel like self-care, Alternate View combines comprehensive eye care, personalized eyewear styling, dry eye therapy, and facial aesthetics into one thoughtfully curated experience. Through hospitality, personalization, innovative technology, and intentional design, Alternate View is redefining what consumers can expect from eye care. Learn more at alternateview.com or follow @youralternateview on Instagram and Facebook.

About America's Finest Optical Retailer

Presented annually by INVISION magazine, America's Finest Optical Retailer recognizes the most outstanding independently owned optical retailer in the United States and Canada. Entries are evaluated by a panel of industry experts based on innovation, client experience, design, merchandising, marketing, community engagement, and overall individuality. The winning retailer is featured on the cover of INVISION's July/August issue and recognized as setting the standard for the future of independent eye care.

###