



InSight

THE MAGAZINE ABOUT DESIGN

AND INSPIRATION

CLEARVISION[®]
optical company

THE ORIGIN OF CHANGE

The evolution of Clearvision Optical

Change can be a scary thing. For individuals. For families. For companies. Doing things the old way is easy. It's comfortable. It's reliable. Change is hard. It's slow.

So why bother?

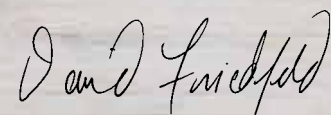
The truth is that you can't move forward if you're unwilling to embrace change. This is true in business and in life. After all, change is the basis for life on Earth. How do we get from single celled organisms floating around in the ocean to humans driving cars down a highway?

The answer of course is **change**.

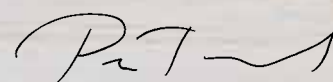
So at ClearVision Optical, 2018 is going to be the year of change. We're going to be moving forward. We're going to **evolve**. We're going to achieve this great change by rededicating ourselves to innovation and design.

The most visible part of this evolution will be apparent in 2018's catalog. We're going to relaunch virtually every collection we have. It's no small task. But we've been working on it for a year now. New styles, new colors, new philosophy--it's all going to be different in 2018. We've listened to our customers, we've noticed the trends, and we've crafted new lines of product in a response to the ever-changing business of eyewear.

We're looking forward to showing you what we've been working on. That's what this year's edition of InSight Magazine is all about. Change is coming and we're excited to move forward with you.



David Friedfeld
President



Peter Friedfeld
Executive Vice President

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Meet our designers. See what inspires them. And learn what they have in store for our collections.

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OUR BRANDS

ClearVision Optical's offering spans the entire spectrum of eyewear from technology-enhanced sportswear to millennial fashion statements.

SPECIALTY FIT

Eyewear shouldn't be "one size fits all." Our Specialty Fit collections address just about every unique fitting need for hard-to-fit patients.

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HEAR FROM OUR PRODUCT TEAM



"We know our Op consumers love color. For 2018, we continued to play with layers of colors and HD printing techniques while keeping the 'beachy' spirit of this iconic lifestyle brand."
-Maritza Penalo, Op brand manager

"We're revolutionizing the 'thin and light' eyewear category once again with Aspire Titanium. This collection offers consumers the same ultra-lightweight feel the brand has always provided, as well as all of the benefits of titanium. Adding this material to the collection was the natural next step for Aspire."
-Maria Velasquez, Aspire brand manager



"As BCBGMAXAZRIA's ready-to-wear collection focuses on a new year, so do we. We refreshed the brand's eyewear collection to pay tribute to the woman who likes romance as much as she likes refined structure."
-Jennifer O'Connor, BCBGMAXAZRIA brand manager

"2018 is a big year for us - it's the 50th anniversary of the original ClearVision house brand! We're celebrating by merging ALL of our house brands into one strong, cohesive collection now known as CVO Eyewear. This fresh new collection features contemporary styles, premium materials, and Specialty Fits while providing an amazing value to you and your patients."
-Pam Elfreich, CVO Eyewear brand manager



MOVING QUICKER WITH 3-D DESIGN

In the early days of designing eyewear, prototyping was a tedious process. Designers in one location would draft early concepts for a frame and send those specs to a manufacturer, oftentimes located in another country. The manufacturer would then go about the process of creating the prototype frame. Upon completion the manufacturer would ship the prototype back to the designers. At its quickest, this routine took weeks, but it was very possible that it could go on for months.

Technology has changed drastically in recent years, allowing designers here at ClearVision Optical a greater amount of freedom and speed than ever before. Using Solidworks software, our designers are able to design frames down to the smallest details in three dimensions. As soon as those designs are complete, it's off to our in-house 3D Print Lab for a physical prototype. Weeks become hours.

This advance in technology doesn't just help ClearVision Optical's designers, it also helps our customers by drastically reducing manufacturing time. We can quickly respond to trends and changes in the marketplace and get our product into our customers' hands much sooner.

EYEWEAR FOR LIFE

Incorporating the latest in technology, advanced materials, and fashion, Aspire Eyewear is a stylish, colorful, and functional collection for men and women. Offering a “barely there” feel while maintaining a high level of quality and fashion, Aspire Eyewear is perfect for every lifestyle.

We’ve spent years developing the materials necessary for Aspire’s unique flexibility, durability, and lightweight feel and haven’t sacrificed style at any point in the process. We’ve achieved this by utilizing our in-house 3D printing technology, which significantly reduces prototyping time and allows us to quickly respond to fashion trends as they emerge.

Last year we introduced Aspire Custom to the world. This allowed wearers to design their own pair of frames on our robust digital customization platform. But we haven’t stopped there. This year will see the release of Aspire Titanium, yet another revolutionary advance in eyewear comfort and style.

Offering unique, high-fashion styling, Aspire Titanium is made up of beautiful, modern shapes and features antique finishes, custom fade colorations, feminine floral patterns, and evergreen animal prints.



ASPIRE

STYLISH ATTITUDE

Founded in Paris in 1989, BCBGMAXAZRIA was named for the popular French expression “bon chic, bon genre” – meant to convey the idea that a good attitude is the basis of good style. Shortly after, the brand moved to Los Angeles, inspiring the infusion of a relaxed, West Coast attitude into its European aesthetic foundation. Guided by a sensibility that reflects its strong European heritage, BCBGMAXAZRIA is a design-driven brand that emphasizes the creative process.

A collection of powerful statement makers and classic, confident styles, BCBGMAXAZRIA eyewear portrays the effortless sophistication and undeniable allure of a woman who lives by her own rules. Directional silhouettes, high contrast textures and rich materials accentuate this assortment of confident and sexy to feminine and playful designs. A vibrant color palette and fashionable elements like exotic prints and graphic color blocking are reminiscent of the brand’s runway and ready to wear collections. The iconic BCBGMAXAZRIA butterfly logo and stud bar hardware punctuate the eyewear and further align the collection within the brand’s portfolio of lifestyle products.

BCBGMAXAZRIA



THE BLUE LIGHT SOLUTION

Virtually everyone who uses a digital device or watches television is susceptible to the harmful effects of blue light. That includes millennials and gamers who grew up with technology, as well as adults who use smartphones and computers. Seniors and post-cataract patients are especially at risk of overexposure due to the removal of protective ocular lens pigment with the cataract. The good news is that excellent, affordable protection is here to help: BluTech Eyewear.

BluTech Eyewear combines the best in quality fashion eyewear with the highest level of blue light protection so the patient never has to sacrifice performance or protection. Unlike competitors who offer a mere lens coating, BluTech lenses filter blue light via a patented combination of pigments and dyes. It's the only solution that mirrors the natural protection found in the eye, providing the most complete defense against glare, eyestrain and sleep-cycle disruption.

BluTech Eyewear is ready-to-wear for those who use reading glasses or those without prescription eyewear. The collection includes frames and polarized sunglasses for men and women as well as children's frames.

Build your blue light practice today with BluTech Eyewear.

BLUTECH
EYEWEAR



HISTORY REDEFINED

In honor of its 50th anniversary the ClearVision house brand has been relaunched under the name CVO Eyewear. This is more than just branding, it's a whole new collection.

CVO Eyewear provides contemporary styles for consumers seeking a value-driven brand. We've consolidated the collection into three sub-brands under the CVO Eyewear umbrella, offering eyecare professionals a straightforward method of understanding the particular strengths of any given frame. These new categories are:

- **CVO Classic** – Best selling, signature silhouetted eyewear for men and women.
- **CVO Next** – Eyewear for millennial men and women who want designer-inspired looks.
- **CVO Tech** – Men's eyewear with special features and premium materials.

Not only does CVO Eyewear include the collection formerly known as ClearVision, but also the brands Red Raven, Junction City, DuraHinge, and PuriTi have been rolled into CVO Eyewear. Now the full breadth and variety of ClearVision Optical's proprietary designs and technologies can be understood through one simple presentation.



INNOVATIVE EYEWEAR ADORABLE STYLE

Created to meet the needs of parents and their little ones, the Dilli Dalli pediatric eyewear collection offers unsurpassed durability, a comfortable fit, and adorable style.

Development of the Dilli Dalli collection was driven by the needs of pediatric eyewear patients, their parents, and eyecare professionals. Our extensive research and collaboration with pediatric specialists, combined with our years of experience and knowledge in pediatric eyewear design, indicated the importance of safety, durability, and comfort to parents when it comes to their child's eyewear. Our commitment to providing a positive experience is what sets Dilli Dalli eyewear apart from other collections.

Our proprietary IntelliFlex™ Soft Touch material provides flexibility, strength, and high performance with a pleasant, "soft touch" feel. The one piece design has no metal or separate moving parts, and therefore, no need for hinge screws. IntelliFlex™ Soft Touch's unique multi-action, flexible temple design offers up and down action, which acts like a spring hinge. The collection's standard optical "V" groove design, which is deeper than typical pediatric frames, eliminates the possibility of lenses popping out of the frames. The frames are also designed with built up, flared nose pads to provide a superior fit and comfort for very young children whose bridges are not yet fully developed.

Innovative by design. Crafted with love.

dilli dalli
eyewear



EVERYDAY GLAMOUR

Founded in 1949, Ellen Tracy originated as a blouse manufacturer and has significantly grown into a leading designer of quality apparel for professional women. Today, Ellen Tracy has over 30 licensed categories including shoes, hosiery, belts, eyewear, coats and dresses, to name a few, and is a \$500 million business at retail.

The Ellen Tracy woman strives for the perfect balance between youthful attitude and grown up glamour, and the Ellen Tracy optical collection gives her what she needs to get it right. Rooted in the brand's iconic American heritage, Ellen Tracy eyewear offers superior workmanship, classic shapes and exquisite fitting details. Polished, sophisticated designs have a touch of "notice me" drama through animal print accents, organic details, and jewelry-inspired textures. Uplifting geometric eye shapes and jewel tone colorations enhance the richness of this meticulously designed collection.

ELLEN TRACY™



A WEEKEND STATE OF MIND

With fun, colorful, and confident designs, IZOD offers fresh American designs with a clean, youthful aesthetic, innovative performance features, and their signature weekend state of mind.

Whether you're headed out of town or on your way to work, IZOD has the eyewear to match. From timeless, retro looks to solid styles with hints of color for a clean, classic aesthetic, our assortment offers a look for everyone. For guys who spend their free time on the field or court, IZOD has innovative, active styles that are flexible, durable, and comfortable

IZOD



ROMANCE PERSONIFIED

One of the nation's most recognizable brands for women, the Jessica McClintock brand is renowned for its romantically inspired dresses and accessories for prom, weddings and special occasions. Its intricate Victorian detailing and elegant embellishments express beauty and grace for women who revel in their femininity. Offering apparel, accessories, and fragrances for women and girls, the brand also offers home furnishings, bath products, and eyewear.

The Jessica McClintock optical collection stays true to the brand's roots and loyal following by offering the romantic styling, filigreed details and intricate patterns you've come to expect and love. For today's contemporary woman, classic silhouettes in rich horn, laminate, and transparent materials bring a youthful spirit to the collection. Romantic colors, baguette stone accents and lovely lace inspired details add to the collection's nostalgic charm.

JESSICA McCLINTOCK



SURF'S UP

Founded in 1972 in California, Ocean Pacific was the first company to successfully translate the beach lifestyle into a comprehensive style movement by focusing on resort and beach fashion.

Today, Ocean Pacific captures a laid-back lifestyle offering the entire family summer and beach necessities in signature prints & patterns curated from our vintage archive. With an authentic heritage, Ocean Pacific resonates highly with consumers.

The Op eyewear collection offers a sweet selection of popular shapes and styles, splashed with a tropical vibe for teens, tweens, and kids. Op eyewear lights up youthful faces with icy cool sherbet hues, fresh fades and juicy translucents, in both plastics and metals. Get on board with the collection's hip, wavelike piercings and beach & board short inspired patterns and that give a fun in the sun feeling, all year long.



CAPTURE THE MOMENT

This frame collection features the PogoTrack wearable technology platform, which is designed to serve as a universal platform for a wide range of future electronic wearable devices. The first such device is PogoCam™, the world's smallest and lightest camera that attaches to eyewear, capturing photographs and HD video with audio.

The collection was thoughtfully designed with both style and function in mind. Not only is the collection fashionable, with 6 eyeglass and 6 sunglasses for both men and women to choose from, but it also represents a natural entryway into the world of wearable technology. Best of all, the PogoTrack system allows for consumers to use their devices, like the PogoCam, when and where they see fit.

Wearing a pair of Op frames with PogoTrack technology and the accompanying PogoCam opens up a whole new way to capture memories while staying in the moment. Gone are the days when capturing the perfect moment meant rifling through your pockets or your bag to get your smartphone. With PogoTrack technology, you can truly live in the moment by taking photos or video without the obstructed view from a smartphone or camera viewfinder.



THE ORIGINAL PERFORMANCE SUNGLASSES

Founded in 1985, Revo quickly became a global performance eyewear brand known as the leader in polarized lens technology. Revo sunglasses were first created by utilizing lens technology developed by NASA as solar protection for satellites.

Three decades later, Revo continues to build on its rich tradition of technology and innovation by offering the clearest and most advanced high-contrast polarized sunglasses available. All Revo Rx lenses utilize advanced digital lens technology and offer the latest and finest optics available. The Revo Light Management System™ offers superior protection from UV rays & HEV light.

Revo has partnered with U2 lead singer Bono and the Brien Holden Vision Institute to help prevent vision impairment and blindness in more than 5 million people by 2020. When a consumer purchases a new pair of Revo sunglasses, \$10 from the sale of every pair, up to a total of \$10 million, will be donated by Revo to the “Buy Vision, Give Sight” initiative.

Blending sleek design, tailored fit, and legendary lens protection, Revo frames exhibit a distinctive appearance that is built for your way of life.



REVO

THE FOREFRONT OF FASHION

What began as a modest \$1,100 investment in 1990 has developed into one of the most iconic brands in footwear. From a factory in Queens, NY, Steve Madden has revolutionized the shoe industry, merging years of experience with unique and creative designs. Inspired by rock and roll and his New York roots, his vision to provide on-trend women and men with an outlet to express their individuality is innovative, daring, and inspiring. Steve's innate understanding of trends and unparalleled willpower have resulted in millions of customers worldwide and propelled his designs to the forefront of fashion.

The design approach for the eyewear collection mirrors the Steve Madden brand aesthetic and delivers the best of eyewear fashion design and new fashion trends at price points that are affordable for today's consumer. Designed to appeal to millennials, the eyewear is trendy, edgy, and fashion-forward - yet remains playful.

The multi-faceted collection offers eyewear and sunwear for men, women, and children. Capturing the bold spirit of the Steve Madden consumer, the styles feature vibrant hues, mixed materials, and trendy eye shapes. Signature details include custom laminate temple tips inspired by the brand's ballerina flats and zipper hardware as well as metal accents.

It's about authenticity. It's about embracing individuality. It's Steve Madden.

STEVE MADDEN





SPECIALTY FIT

Our Specialty Fit collections accommodate just about every unique fitting need. Featuring five different fits in some of today's most popular brands, it's the largest selection of specialty fit eyewear available from one company.



GLOBAL FIT

Fashionable styles designed to appeal to a variety of ethnicities, particularly those with a flatter or lower nose bridge



PETITE FIT

Popular styles designed for petite faces with narrower PDs



STYLE 'N FIT

Perfectly proportioned, contemporary styles for women whose facial features require a slightly larger frame



XL FIT

Style and durability in perfect fit, for men whose facial features require a larger frame



PEDIATRIC FIT

Unsurpassed durability, a comfortable fit and adorable style for little ones newborn to 5 years old and new styles for kids ages 6-12

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