

InSight

MAGAZINE 2020 EDITION



Navigating the Optical Landscape in 2020

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IT’S EASIER WITH CLEARVISION

Simplified, scalable business solutions

A Message to our Optical Friends,

When we published our annual InSight Magazine in January of this year, we could have never imagined the turn our industry, and the world, would take just a few weeks later.

We know this is no ordinary year, especially in the optical industry. And we acknowledge that the remainder of 2020 likely looks very different than you had originally planned. As you begin to map out the journey ahead, please know that the entire team at ClearVision is here to support you, and help you navigate our new normal.

We have updated our digital edition of the magazine online to include our new personal protective equipment offering. A full PPE catalog can also be viewed on the ClearVision website at www.cvoptical.com.

From our family to yours, we hope that the remainder of this year brings you, and your families, health above all else. Let us know how we can help with the rest.



David Friedfeld
President



Peter Friedfeld
Executive Vice President



**YOU
ARE
HERE**



2020 TOOL KIT

Personalized solutions and tools for your business

At ClearVision, we are rooted in providing eyecare professionals with personalized service and creative ways of increasing each practice's unique **profitability** goals. We have partnered with over 12,000 customers domestically, and built **relationships** with eyecare providers in over 40 countries across the globe.

Our customer service team is always available, and our new catalog app makes ordering from CVO easier than ever. Carefully designed sales programs and **incentives** will allow your practice to **streamline ordering**, cover marketing costs, as well as **earn rewards** and opportunities for **rebates** all year long.

Our well-developed programs will deliver value, increase efficiency and grow profitability. We can't wait to partner with you in 2020.

QUALITY PRODUCT SOLUTIONS



Specialty Fit

Sizing is available in select brands to include petite, XL, and style n' fit shapes!



Managed Care Solutions

Several brands within the ClearVision portfolio provide solutions for customers with managed care.



Twelve Distinct Brands

ClearVision's extensive range of eyewear provides you with a style for every customer.

WE MAKE IT EASY



OneSource™

One dedicated sales consultant representing 12 unique brands saves your practice time!



RxExpress™

Your RxExpress concierge specialist will call when you want and send what you need. We'll even ship it for free!



Service with a Smile

Ordering is easy on the CVO Catalog App or cvoptical.com. Our friendly team is always here to help.

VALUE-ADDED PROGRAMS



Co-Op

Utilize the CVO co-op program to reduce marketing expenses and explore new opportunities to grow your business.



Seasonal Programs/Discounts

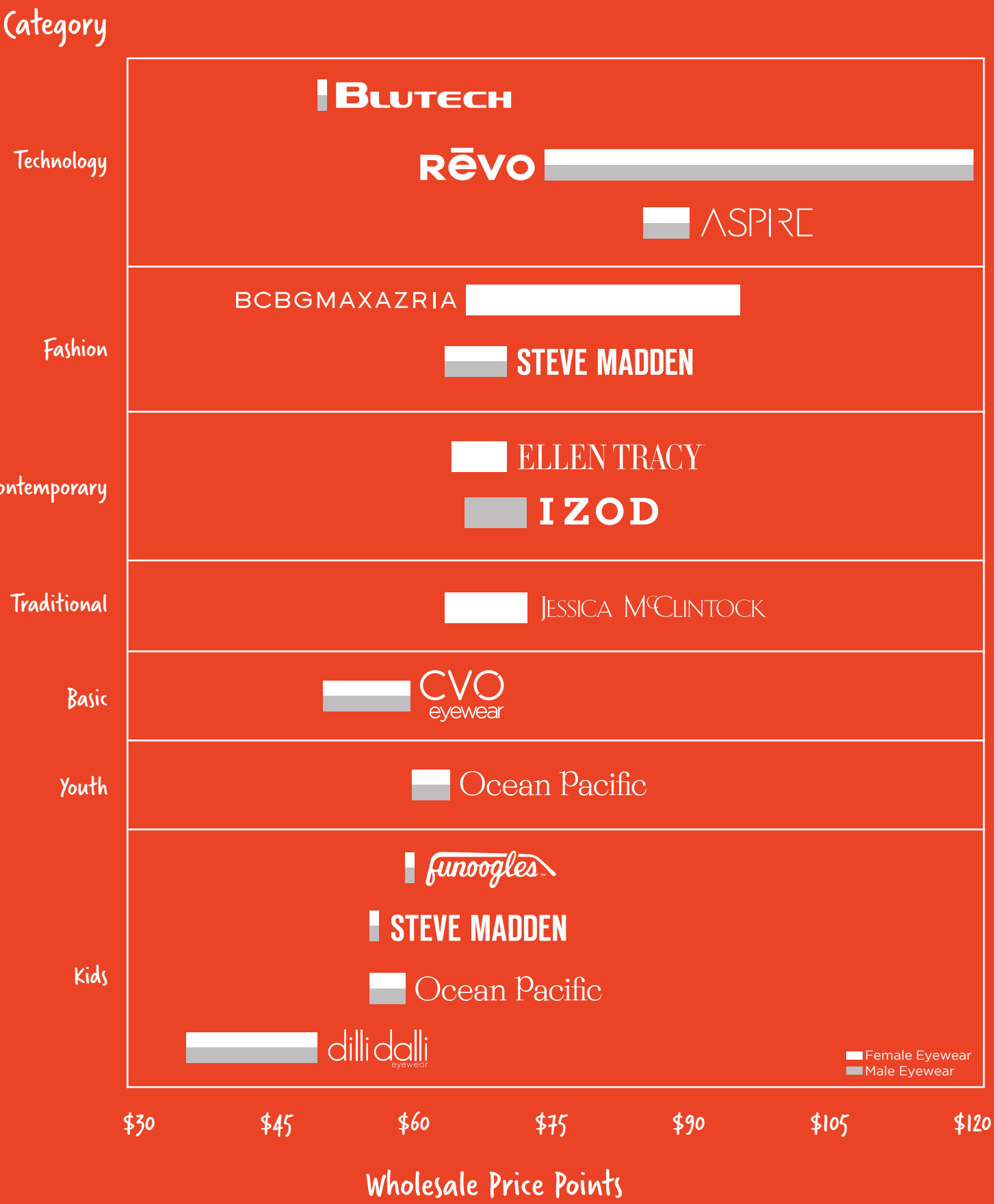
Additional discount opportunities are available just for you!



Branded Exchange Program

Exchange competitor's underperforming inventory with CVO's high quality eyewear for free!

BRAND PORTFOLIO CHART



CLEARVISION'S PPE OFFERING

Masks, Face Shields, Gloves, Goggles & More!

Several categories of the most requested PPE are available for purchase on www.cvoptical.com, including masks, face shields, nitrile gloves, thermometers, sneeze guards, pupilometer breath shields and more.

High Quality Reusable Face Shield

The Deluxe ClearShield is a lightweight, fully enclosed reusable face shield, designed with high quality materials, meant to provide an ultra-clear view, durability to handle extensive cleaning, and a superior fit while providing the ultimate protection. Made in the USA.

ClearShield features a Lexan® polycarbonate. Lexan provides excellent clarity and visibility through a distortion free, ultra-clear lens. It boasts an impact strength of 250 times greater than glass and 30 times greater than acrylic, all while remaining lightweight.

Hear what your medical colleagues are saying about the ClearShield.

Streetwear Cotton Face Masks

These double-layered, adjustable masks are fashionable and safe for all day wear. Using quality, OEKO-TEX® cotton, each durable mask is made with plastic-free fabric for a comfortable and safe fit. Key product features include:

- Made with environmentally friendly 100% OEKO-TEX cotton
- Double Layered, finely woven, comfortable material
- Non-synthetic material and form-fitting design
- Adjustable ear loops
- Adult and kid styles and sizes
- Fashionable optical designs
- Washable and reusable

ClearVision's Streetwear Cotton Face Mask collection features fashionable optical styles including designs for kids! These masks are a great addition to your personal PPE collection and also make a great gift with purchase for your customers. We will continue to innovate and add new PPE items to support your business. **Click here** to see our full collection of PPE, and any new products added.





ASPIRE THIN AND LIGHT

Incorporating the latest in technology, advanced materials and fashion, Aspire Eyewear is a stylish, colorful and functional collection for men and women. Giving wearers a “barely there” feel while maintaining a high level of quality and style, Aspire Eyewear is perfect for those who crave flexibility yet demand durability in their glasses.

We have spent years developing the materials necessary for Aspire’s unique lightweight properties, all the while ensuring that style was never sacrificed at any point in the process. The results speak for themselves: a diverse collection for a diverse consumer. We all contain multitudes and Aspire Eyewear perfectly reflects that.



To maintain the brand’s diverse colorways and textural elements, several models in this year’s collection showcase contrasting colors on end pieces, and include pops of color with foil appliques on frame fronts and temples

The 2020 Aspire optical collection builds on the brand’s identity of thin and lightweight eyewear for users who demand a “barely-there feel” to their frame

For the first time ever, the brand will release beta titanium in several models. This unique material delivers a thin and lightweight look with strengthening properties, providing for unsurpassed durability

Aspire’s innovative production techniques highlighted in 2020 capture the trending double-bridge look in a full metal frame, as well as the fusion of wire pieces with welding techniques to create modern metal masterpieces



revo

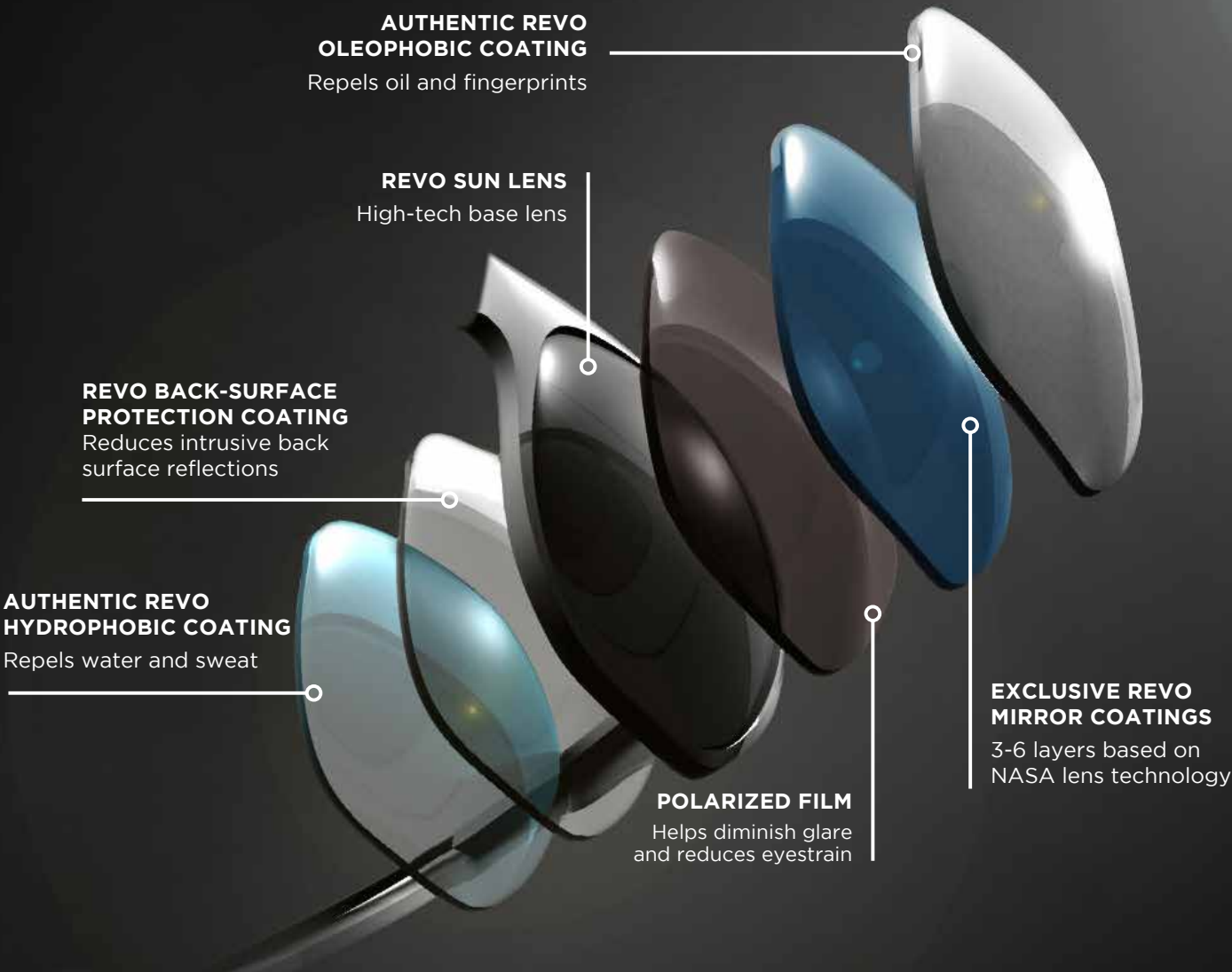
BEST LENS ON EARTH

The Revo story begins in 1985 with one man, optical engineer and avid skier Dr. Mitch Ruda, and one unique idea: adapt space-based technology to create high performance eyewear. And it worked. The same coatings NASA used to protect satellite porthole windows from space radiation also protect the eye from harmful radiation.

With this revolutionary finding, the Revo Light Management System™ was born. Each Revo lens has multiple coatings for the highest level of protection and the sharpest possible vision in any light condition.

Revo celebrates its 35 year anniversary in 2020 and still has the best lens on Earth.

REVO LIGHT MANAGEMENT SYSTEM™





BLUTECH BLUE LIGHT PROTECTION

Virtually everyone who uses a digital device or spends time in the sunlight is susceptible to the harmful effects of blue light. Unlike competitors, BluTech lenses offer the most complete, broad-spectrum indoor and outdoor blue light protection available by filtering harmful UV rays and high energy blue light wavelengths without altering or distorting color perception.

With men's, women's, children's and suns available, BluTech lenses provide protection that mirrors the natural defenses found in the eye, delivering the most comprehensive coverage on the market to combat digital eye strain, headaches and migraines, dry and tired eyes, sleep disruptions, and other health concerns.

BluTech lenses offer the strongest blue light protection currently available on the market, filtering 24% more blue light from digital devices and the sun in the 459-484nm range, when compared to other brands

The suns collection is polarized and available in two lens colors that allow wearers to easily view digital devices outdoors

Three levels of protection are offered in optical eyewear (Classic, Ultra and Max)

BLUTECH LENSES
The Gold Standard for Blue Light Protection

Blocks out up to **17x More Blue Light** Where it Matters

LED Transmittance

455 nm is the peak point of digital devices emit blue light. Comparisons should be made at this wavelength.

Blue light from 450 nm to 500 nm suppresses melatonin production, affecting your sleep.

- **BLUTECH CLASSIC** - 1.5x protection
- **BLUTECH ULTRA** - 3x protection
- Blue Light Blocking Clear Lenses
- Blue Light Blocking AR Coatings

Clinically proven to increase melatonin levels by 96%.
Enjoy better sleep and more productivity when you wear BluTech.

BluTech prescription available through your wholesale lab.
BluTech plano eyewear available through ClearVision® Optical
1.800.258.5902 | www.BluTechLenses.com | info@BluTechLenses.com



STEVE MADDEN FOREFRONT OF FASHION

Inspired by rock and roll and his New York roots, Steve Madden's vision to provide on-trend women and men with an outlet to express their individuality is innovative, daring, and inspiring. 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.

Inspired by glamorous footwear and handbags, modern and edgy metals in a mixture of shapes and silhouettes are trending this year



The clean and timeless look of clear and translucent eyewear remains minimalistic in nature yet fresh in appearance throughout the 2020 Steve Madden collection

Paying homage to Steve Madden's most iconic and best-selling styles, this year's collection features refreshed interpretations of the brand's classic colorways and evergreen designs



BON CHIC, BON GENRE

FOUNDED 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. OUR EYEWEAR COLLECTION IS DESIGNED TO PORTRAY THE EFFORTLESS SOPHISTICATION AND UNDENIABLE ALLURE OF A WOMAN WHO LIVES BY HER OWN RULES. SHAPES ARE DECORATED WITH A TRUE FOCUS ON NATURAL TEXTURES AND CRAFTSMANSHIP THAT ACCENTUATE THE STYLE OF THE CONFIDENT, POISED, AND PROFESSIONAL BCBGMAXAZRIA WOMAN. JOIN US IN 2020 AS WE CELEBRATE THE UNVEILING OF BCBG’S NEW ICON THROUGHOUT THE YEAR. BOTH THE OPTICAL AND SUN COLLECTIONS WILL PRESENT THIS FRESH AND ICONIC LOGO THROUGH SOPHISTICATED AND BEAUTIFUL ADAPTATIONS.



BCBGMAXAZRIA

2020 OPTICAL & SUN COLLECTIONS

- THIN, LIGHTWEIGHT AND EFFORTLESS
- REFINED SHAPES AND SILHOUETTES
- NUDES, TAUPE AND TRANSPARENT COLORWAYS
- REFINED METAL AND LUXURIOUS LACE TEXTURES
- HINTS OF SPARKLE SHOWCASING GLAMOUR IN AN ELEGANT, ELEVATED WAY



IZOD AMERICAN ATTITUDE

With fun, colorful, and confident designs, IZOD offers fresh American designs with a clean, youthful aesthetic, innovative performance features, and a 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 style for everyone. For guys who spend their free time on the field or court, IZOD has active styles that are flexible, durable, and comfortable.



With preppy touches like custom embossing and appliques from IZOD's classic pique shirts, this year's styles are driven by unique, tailored details

Incorporating Ultem® into this year's eyewear brings material strength and amplified performance designed for the modern man

Reflecting on the brand's American culture, the 2020 IZOD eyewear collection was inspired by meticulous craftsmanship and is appreciated with vintage shapes and styles this year

ELLEN TRACY 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 20 licensed categories including hosiery, belts, eyewear, coats and dresses, to name a few. 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.



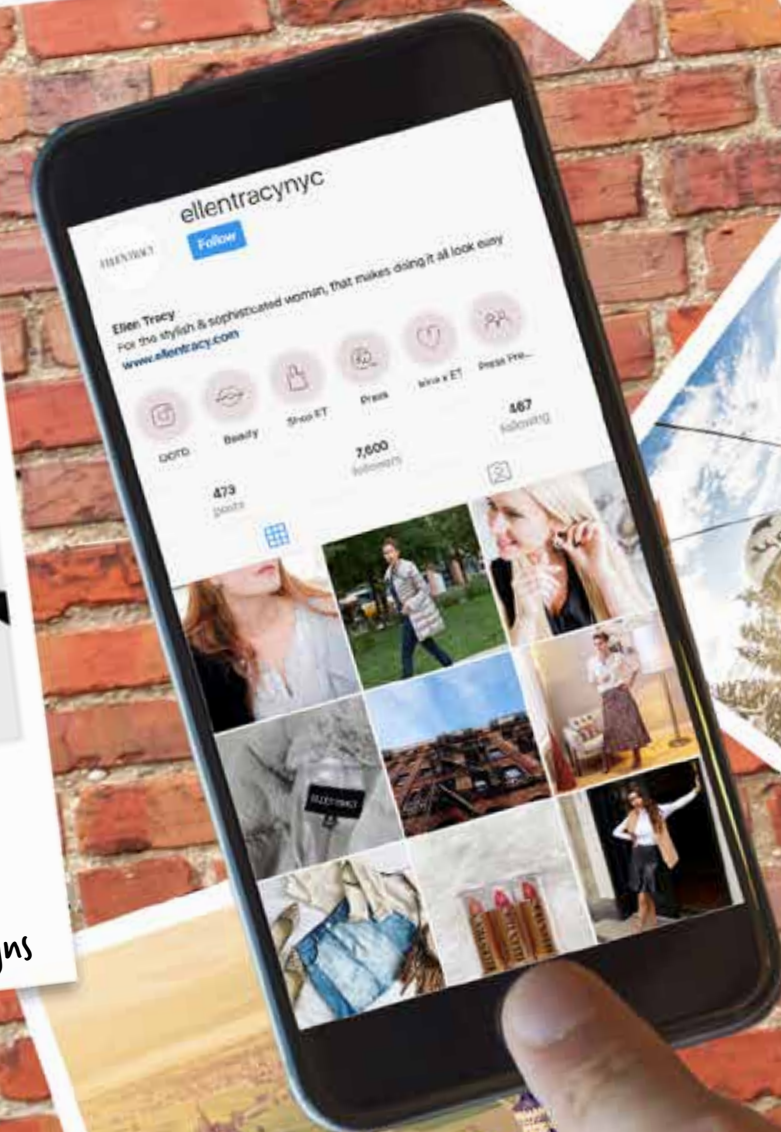
Rich red, wine, and burgundy colors inspired this year's optical assortment and can be seen on many notable influencers



Ultra thin acetates and metals lend way for lightweight, modern and minimalistic silhouettes



Musing off of the brand's sophisticated heritage, the 2020 optical collection exudes delicate detailing across many temple designs





JESSICA MCCLINTOCK

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. Selling apparel, accessories, and fragrances for women and girls, the enhanced lifestyle 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 showcasing romantic styling, filigreed details and intricate patterns. For today’s contemporary woman, classic silhouettes in rich horn, color laminates, and transparent materials bring a youthful spirit to the collection.

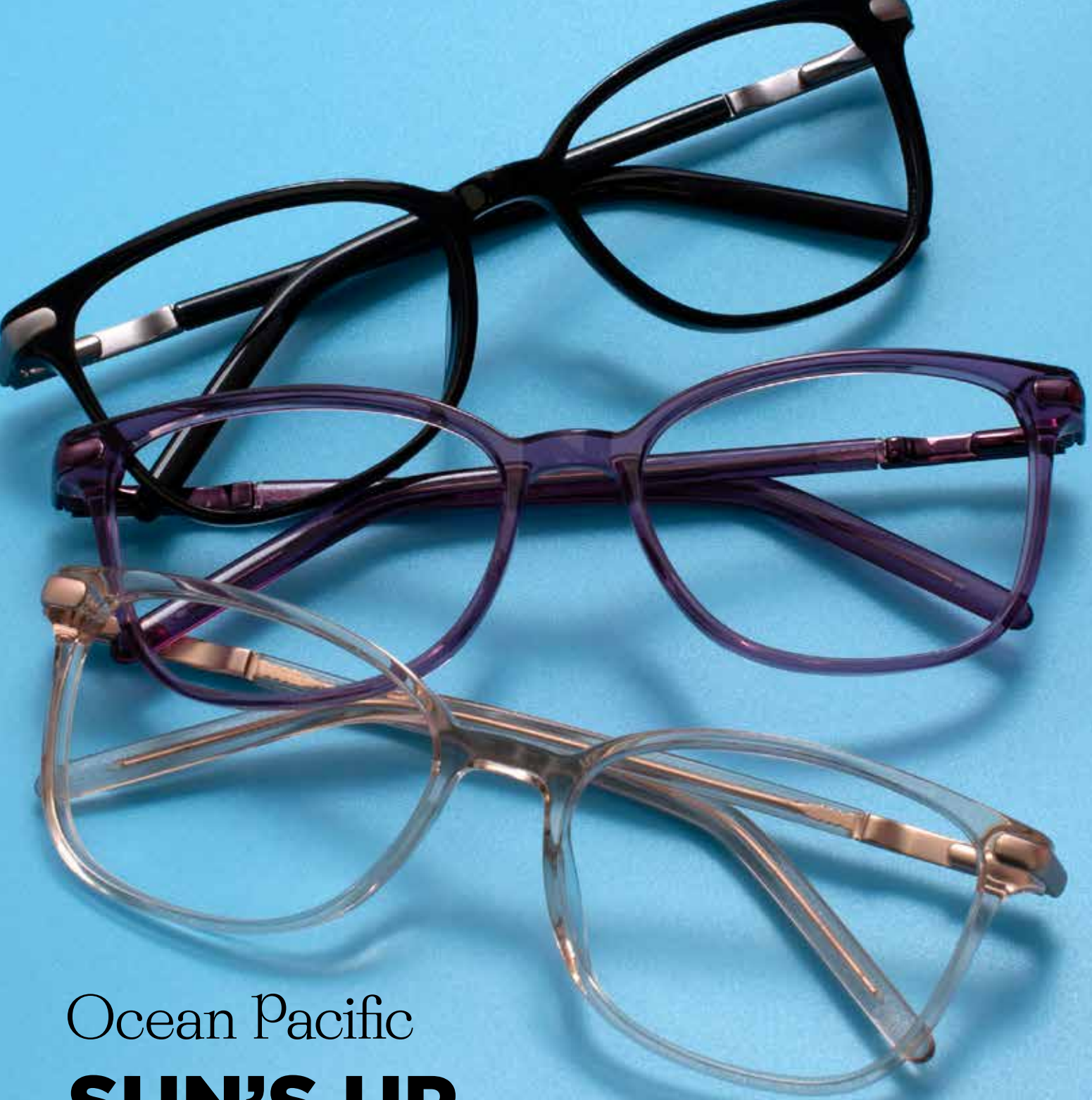


Textured effects are evergreen in the Jessica McClintock brand aesthetic, with this year’s optical interpretations modeled from precise subtlety and striking, exquisite colors

Handcrafted for a one-of-a-kind look, sophisticated gemstones can be seen throughout the collection to add dimensionality and glamour

Exceptionally precise cutouts mirroring delicate lace and other ornate detailing is present in this year’s optical assortment within temple and end pieces

Drawing inspiration from the Jessica McClintock fashion jewelry line, the 2020 eyewear collection includes geometric detailing with hints of sparkle and opulence



Ocean Pacific

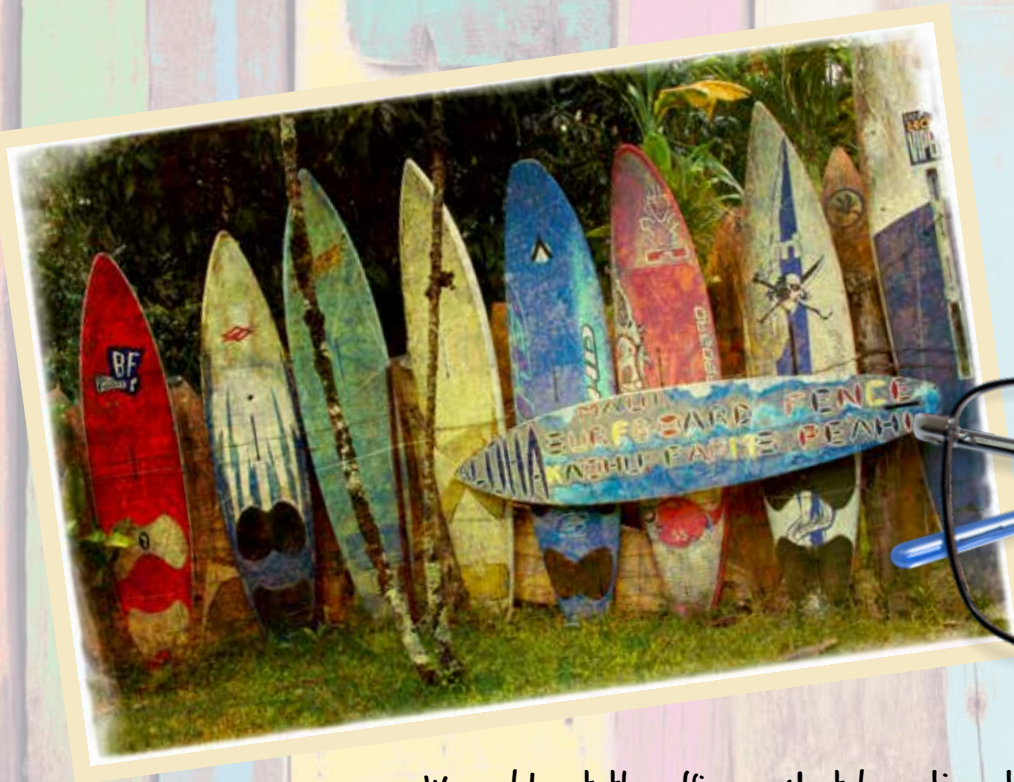
SUN'S UP, SURF'S UP

Our first wave began in 1972 in Southern California when Jim Jenks brought the surf lifestyle to the graphic tee. This ignited a passion for more casual yet unique styles, and a global brand was born. Many waves later, Ocean Pacific offers laid back pieces that reflect its authentic heritage. It is an optimistic echo of the sand and streets of Southern California's surf and skate culture and remains relentlessly dedicated to the new generation searching for inspiration through life on their board. The latest wave is the Op eyewear collection, offering a rad selection of popular shapes and styles in plastic and metal frames for adults, teens and kids.

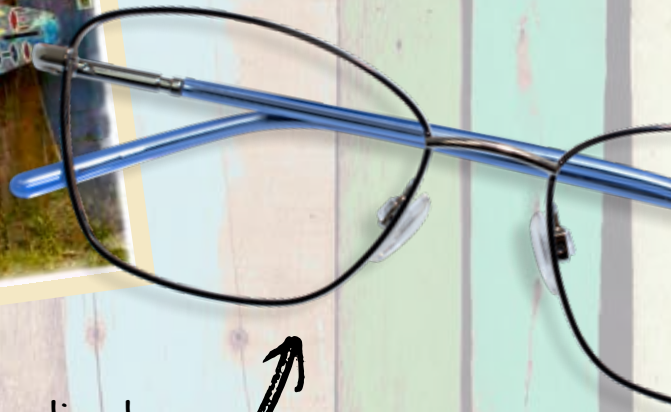
Clear and translucent materials are trending this year and fully embrace the clean and easy feel of a perfect beach day



Watching a surfboard elegantly cut across a rolling wave inspired our design team to craft silhouettes with smooth curves and shapes for the brand this year



Moved by the stunning colors of an ocean sunset, the 2020 op collection incorporates ombre colorways in several styles



Wearable at the office or skateboarding down Sunset Boulevard, the thin and light materials utilized in this year's frames transcend all settings





CVO
eyewear

MODERN HERITAGE

CVO Eyewear is a fresh approach to ClearVision Optical's best-selling house collections. Featuring a broad assortment of styles, reliable quality, and an accessible price point, CVO Eyewear is a reimagined collection built on a seventy year brand heritage. Within the brand, three style assortments offer something for every patient.

CVO Classic: Best-selling, signature styles for men and women

CVO Next: Eyewear for millennial men and women who want designer inspired looks

CVO Tech: Men's eyewear with unique features, technology, and premium materials

ClearVision was built by family, for family. It's the diversity in our family that inspires us to create eyewear that fits different lifestyles and style preferences

Meet Aunt Nicole — She's the most stylish person at every family party and appreciates the CVO Next collection which is comprised of modern silhouettes, trending colors and runway-inspired detailing



Meet Grandpa William — The heart and core of our family who appreciates the CVO Classic collection with familiar shapes and evergreen colors



Meet Cousin Chris — We still don't really understand what he does for a living at his tech startup, but when he's in front of the computer he's wearing frames from the CVO Tech collection which captures the latest technological innovations in eyewear for a smart look

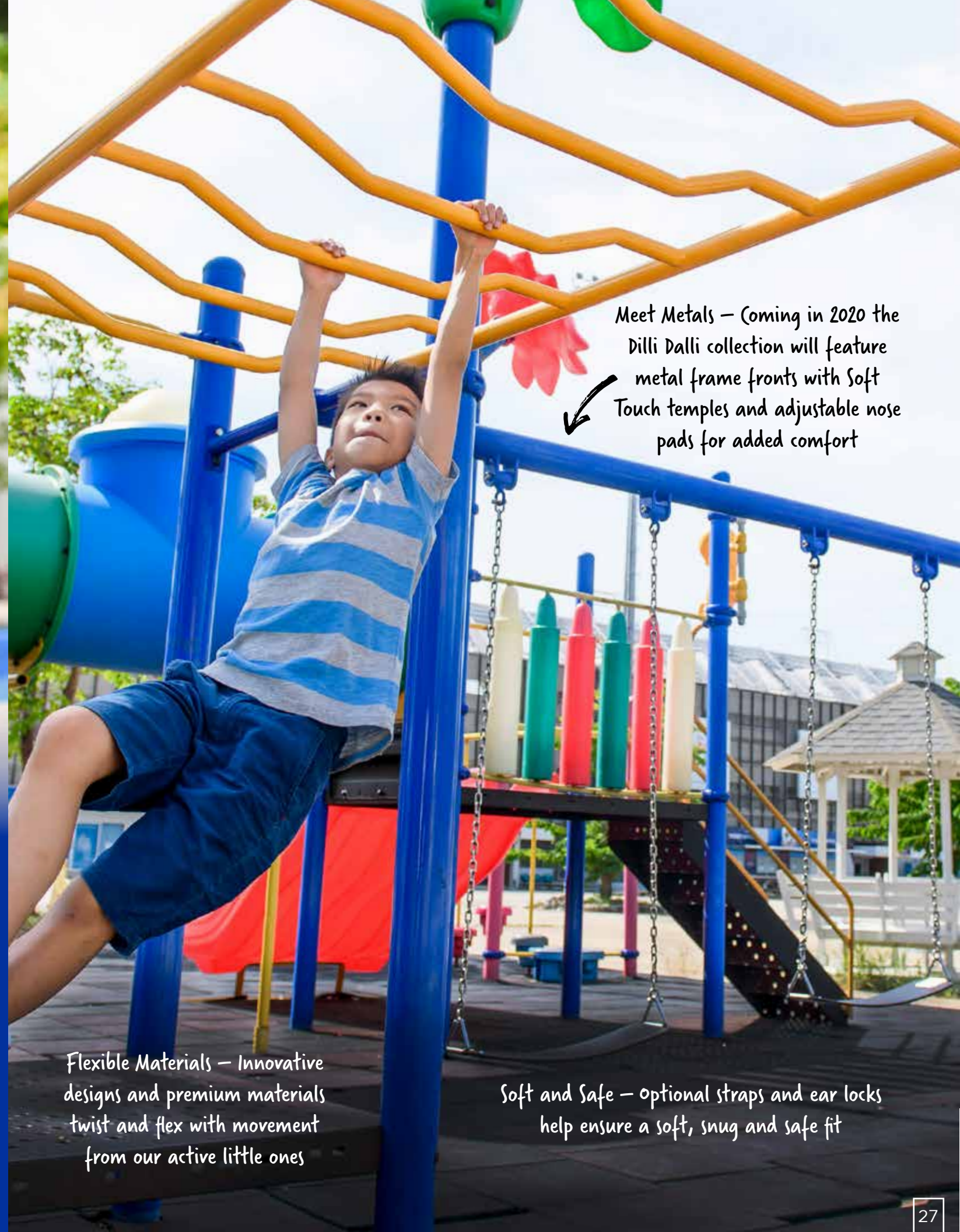


dilli dalli
eyewear

CRAFTED WITH LOVE

Created to meet the needs of parents and their little ones, the Dilli Dalli pediatric eyewear collection offers unsurpassed durability, comfort, and adorable style. Our proprietary IntelliFlex™ Soft Touch material provides flexibility, strength, and high performance with a comfortable feel. Our unique multi-action, flexible temple designs

mimic a spring hinge yet provide bendability for children as they move throughout their day. An industry-leading deeper V groove, coupled with face form and end piece construction, eliminates the possibility of lens pop outs no matter how tough children are on their glasses.



Meet Metals – Coming in 2020 the Dilli Dalli collection will feature metal frame fronts with Soft Touch temples and adjustable nose pads for added comfort

Flexible Materials – Innovative designs and premium materials twist and flex with movement from our active little ones

Soft and Safe – optional straps and ear locks help ensure a soft, snug and safe fit



funoogles™

FRAME YOUR WORLD

Meet Funoogles. A fun and customizable children's eyewear brand designed to let children express their individuality while giving parents an affordable way to keep their kids in style. Funoogles frames are made from flexible, resilient materials, and give kids the ability to change up almost every part of their glasses!

Swap the color, change the look of the frame with a shape clip, switch the temples, or even add an optional sunglass clip. With endless options, and a few quick snaps, children can have a pair of glasses that match their style and mood every day of the week!

Funoogles come in three distinct shapes and three sizes for children ages 5-11



Full frame, brow, and optional sunglass clips give kids multiple style options with a few quick snaps

Vibrantly colored, interchangeable temples can be swapped out to match a child's outfit, mood, or even favorite sports team



CONNECT WITH US!



CLEARVISION

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