



2019 EDITION

InSight

70 YEARS OF BUSINESS. 70 YEARS OF FRIENDSHIPS. 70 YEARS OF SUCCESS.

CELEBRATING OUR 70TH ANNIVERSARY

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70 Years of Innovation *The Same Personal Touch*

With the arrival of 2019 comes a proud milestone – 70 years in business and still going strong. It all started with our dad’s vision to deliver quality eyewear and outstanding customer service to eyecare professionals. While we have stayed true to our roots, we continue to innovate, enabling us to expand beyond what Fred could have ever imagined.

At ClearVision, we see each new day – and year – as an opportunity to do better. This has become part of our culture which began with Fred’s vision to make each day better for someone else. Continuous improvement is part of our business structure, employee thinking and our service to our customers.

While we look to the future and continue to evolve, one thing is clear, we will always remember how we got here.

David Friedfeld
President

Peter Friedfeld
Executive Vice President

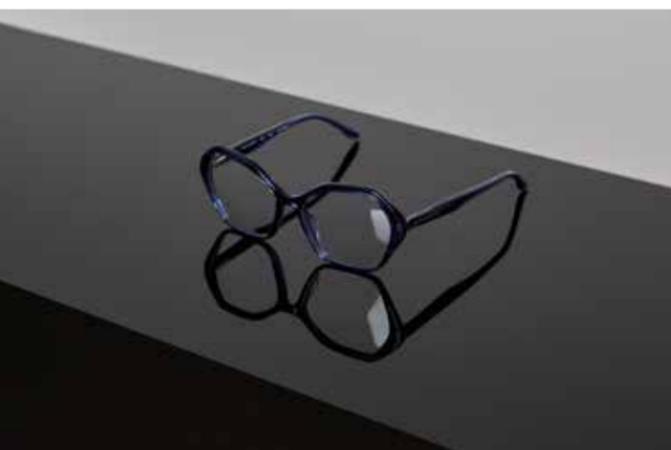


ASPIRE

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.

The results speak for themselves: a diverse collection for a diverse consumer. We all contain multitudes and Aspire Eyewear perfectly reflects that. Aspire. Eyewear for life.



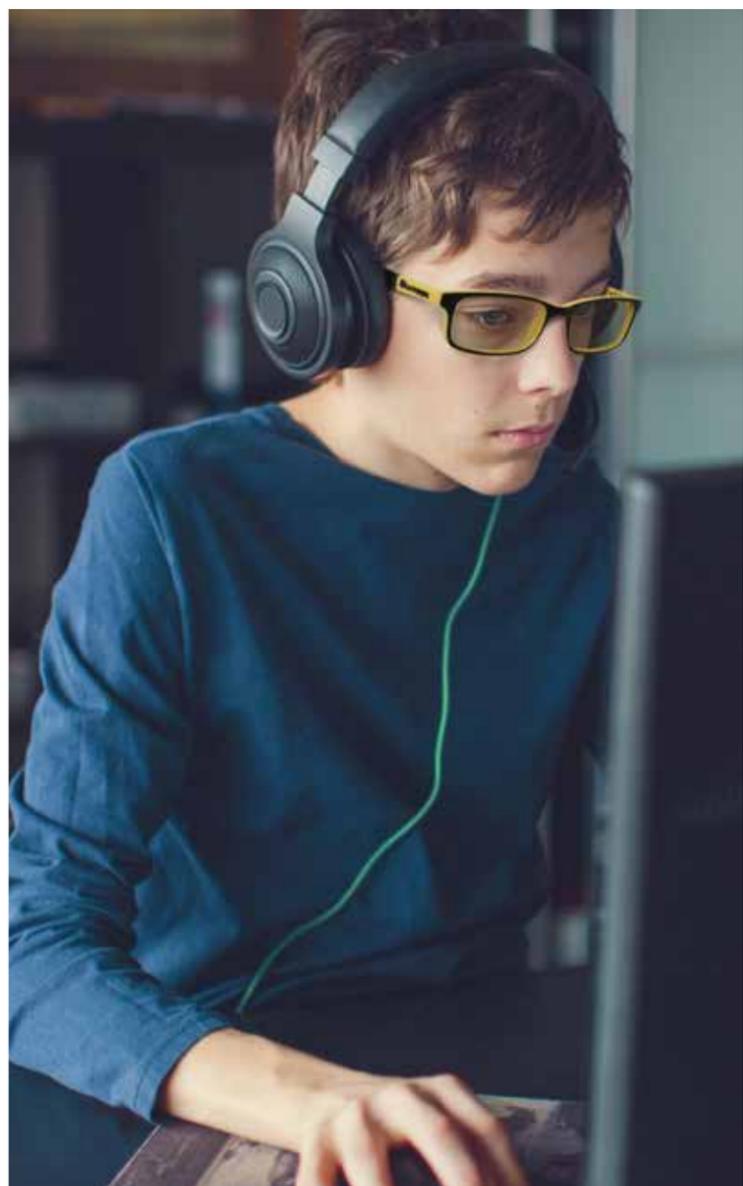
BCBGMAXAZRIA

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.

Our eyewear collection is designed to portray the effortless sophistication and undeniable allure of a woman who lives by her own rules. Our collection offers feminine directional silhouettes, high contrast textures and rich materials. Shapes are decorated with a true focus on natural textures and craftsmanship that accentuate the style of the confident, poised, and professional BCBGMAXAZRIA woman.



BLUTECH[®] EYEWEAR

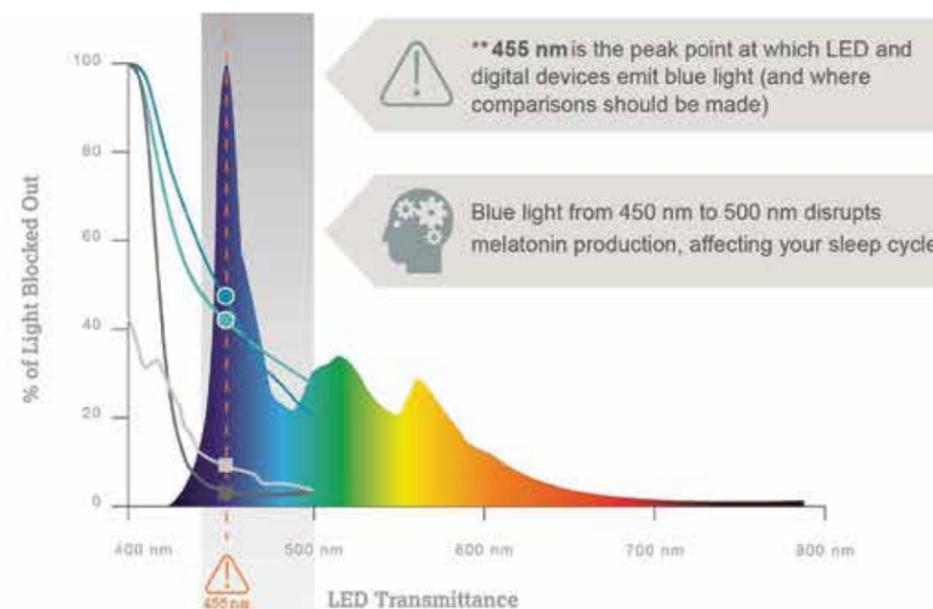


Virtually everyone who uses a digital device or watches television is susceptible to the harmful effects of blue light. Unlike competitors, BluTech lenses offer the only solution on the market that mirrors the natural protection found in the eye, providing the most complete defense against glare, eyestrain and sleep-cycle disruption.

BluTech Eyewear is ready-to-wear for those who use reading glasses or those without prescription eyewear.



-  **BLUTECH[®]**
CLASSIC - 1.56
-  **BLUTECH[®]**
ULTRA - poly
-  Blue Light Blocking
Clear Lenses
-  Blue Light Blocking
AR Coatings





CVO
eyewear



Introducing CVO Eyewear, 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 fifty year brand heritage.

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





dilli dalli
eyewear

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 pleasant, “soft touch” feel. The one piece design has no metal or separate moving parts, and therefore, no need for hinge screws. Our 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.

Innovative by design. Crafted with love.





ELLEN TRACY

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.

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.



funoogles™

When Ella-Jane opened her eyes that morning, something had changed. The glasses she loved so much had grown too familiar. Why couldn't she have something of her own creation?

The awesome part about funoogles is how you can change up almost every part of your glasses! Change the shape. Swap the colors. Switch the temples. Children can create their own unique set of glasses every day in just three easy steps.

Funoogles doesn't just give children the ability to choose and interchange the color and style of their glasses. It gives them a way to express creativity, assert individuality and boost self-esteem.





IZOD

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.





JESSICA McCLINTOCK

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. 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.



Ocean Pacific

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 reflects 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 Op's eyewear collection, offering a rad selection of popular shapes and styles in plastic and metal frames for adults, teens and kids.



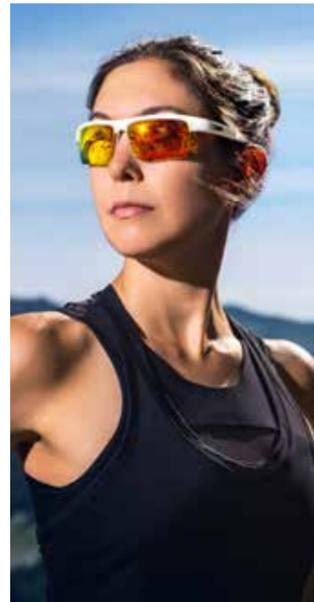


RēVO

Revo was founded in 1985 by NASA optical engineer Mitch Ruda. Revo was the first sunglasses brand to utilize NASA technology to deliver optimum vision for both active days and the everyday. More than 30 years later, we still have the best lens on Earth.

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.

Blending sleek design, a tailored fit, and legendary lens protection, Revo still sets itself apart with the best lens on Earth.





STEVE MADDEN

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.

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



Specialty Fit Collections

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



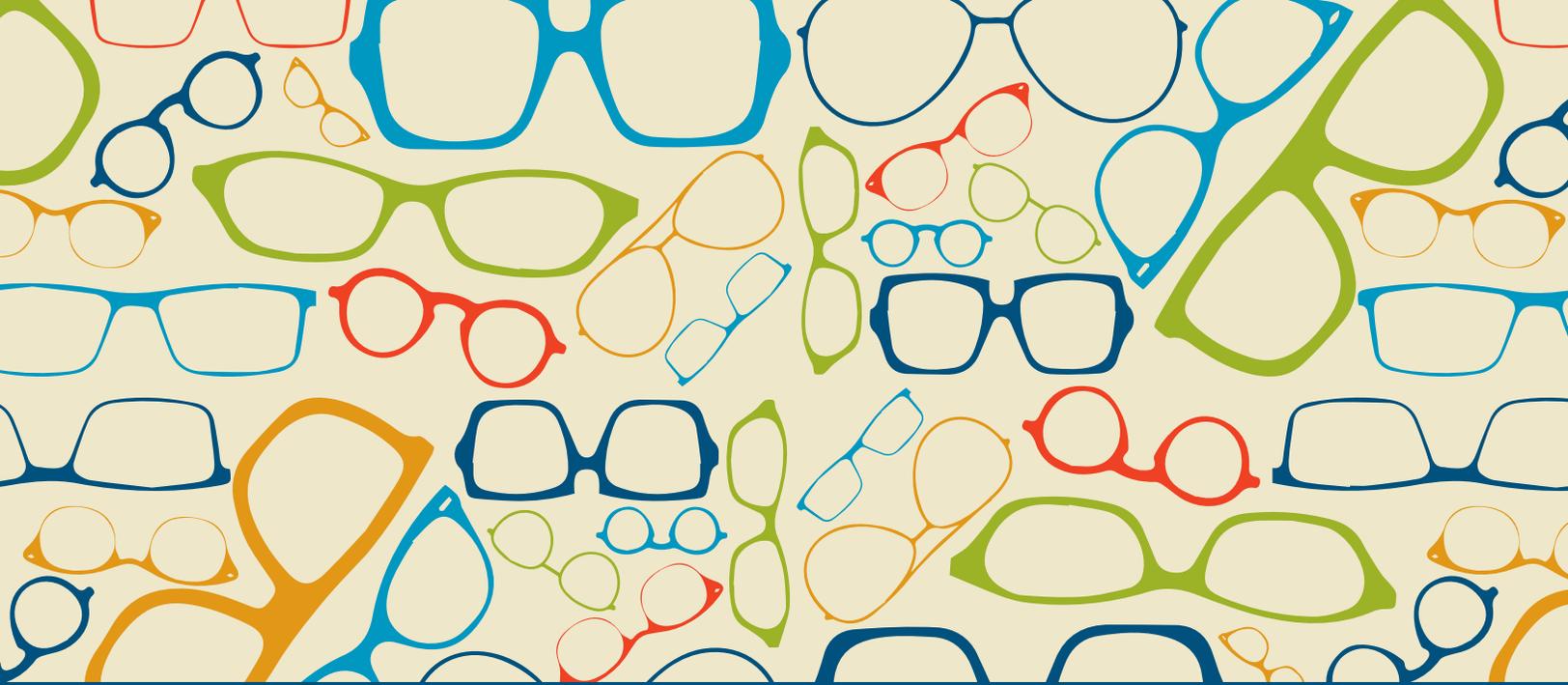
XL FIT

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



Pediatric Fit

Unsurpassed durability, comfort and adorable style for little ones newborn to 5 years old. Larger styles available to accommodate children with special fitting needs through age 12



CONNECT WITH US!



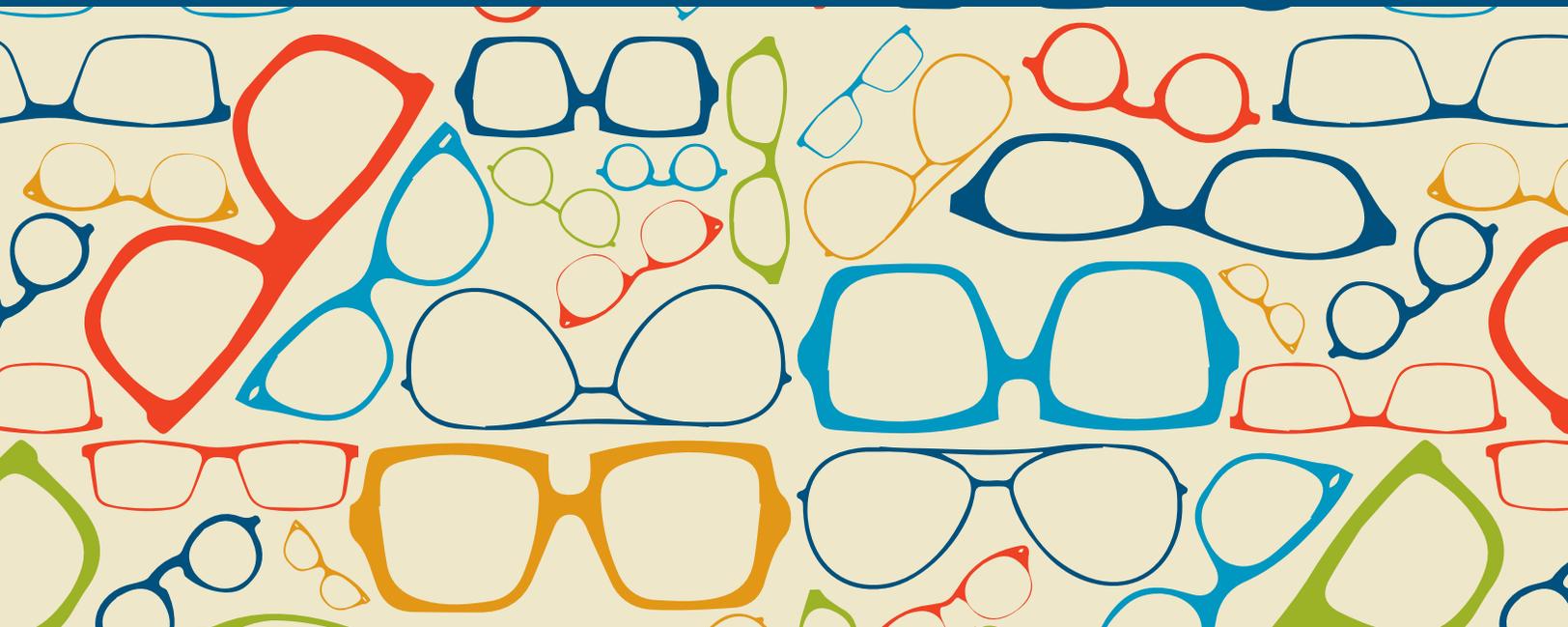
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