

2012 EDITION

InSight

THE MAGAZINE ABOUT DESIGN AND INSPIRATION

**A LETTER
FROM OUR
PRODUCT
MANAGER**

PAGE 2

**THE
2012
TREND
REPORT**

PAGE 3

CLEARVISION[®]
optical company

**SPECIALTY
SIZES**

PAGE 26



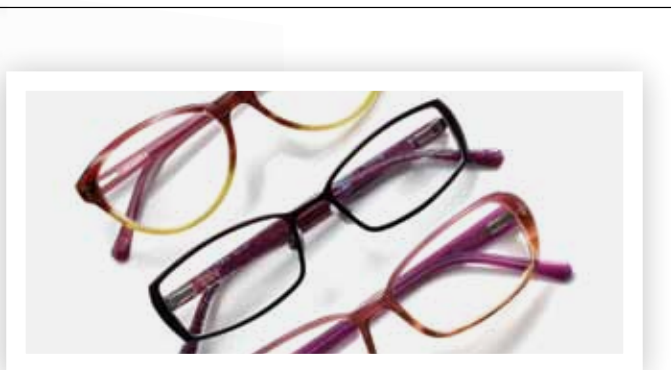
WHAT'S NEW



FEATURED PRODUCT
BCBGMAXAZRIA DELANIE

SHOWN ON COVER:
BCBGMAXAZRIA MACIE, MARCECKO
CUT & SEW BLACK OPS, COLE HAAN 962,
BCBGMAXAZRIA GEORGINA AND
MARCECKO CUT & SEW BLIND STITCH

SHOWN ON THIS PAGE:
TOP RIGHT: COLE HAAN 955, 956, 957
BOTTOM RIGHT: BCBGMAXAZRIA CATARINA



A LETTER FROM OUR PRODUCT MANAGER

What goes into great product design? Get fresh insight from ClearVision's Manager of Product Design and Development, Jennifer Coppel **2**



THE 2012 TREND REPORT

A preview of this year's most fashionable trends! Let this guide you in building the perfect collection for 2012! Get the looks! **3**



SPECIALTY SIZES

Hard to fit patients? Our Specialty Fit collections have the solutions you need for every unique fitting need..... **26**

ONE SOURCE™

Unique to the eyewear industry, OneSource™ is ClearVision's business strategy that offers an efficient, cost-effective way to grow your practice. In one time-saving appointment, you'll meet with one dedicated sales consultant who will deliver 11 outstanding eyewear collections.

With OneSource, you'll see the big picture of ClearVision's quality, service and value.



Marc Ecko Cut & Sew

BRANDSPACE™ FOR YOUR DISPENSARY

BrandSpace™ is our profit-enhancing approach to frame board management. BrandSpace helps you properly select, display and sell an eyewear assortment based on the demographics of your dispensary. Customize your BrandSpace with the perfect mix of frames! You'll have a more visually-appealing, engaging frame board with the brands and styles your customers know and love.

Let our sales consultants help you determine the best BrandSpace strategy for your office!

THE INGENIOUS FRAME TRAY SYSTEM



Op BrandCase

IT'S ALL IN THE

BRANDCASE™

An integral part of our OneSource strategy is our innovative BrandCase™ system. The patented BrandCase system provides an efficient, merchandised presentation, giving you a true depiction of how our frames may look on your dispensary wall. Our BrandCase system also provides collection details including a brand overview and additional colors and sizes. It's a time-saving presentation in which you'll be able to experience firsthand the shape, design, and "feel" of each frame, in turn allowing you to make a more informed purchasing decision in less time.

A LETTER FROM OUR PRODUCT MANAGER

There's something great happening at ClearVision, and it starts with Product Development! 2012 will be a banner year for us, as we're introducing more new product than ever, in many of our 11 fantastic brands.

I believe that a lot of passion goes into creating great products! Exhaustive research – from poring over forecasting sites, fashion magazines, and style pages, to attending European trade shows – goes into the planning of each design. Our team spends months drawing, editing and refining concepts until we achieve the interesting shapes and details that will grab the attention of each brand's distinctive consumer.

To say that much consideration goes into our creations is an understatement. Our design process is visceral: we visualize the target consumer of each brand in an effort to create a defining "look" or extension of each individual personality. Then we scour the world for just the right materials and embellishments to provide the best expression for each frame.

We're very fortunate to have great collaborative relationships with our brand licensors. We work together to assure that every one of our collections correctly interprets today's trends as they appeal to each brand's audience. Plus, there's a synergy between our licensors' advertising and our product, so we know that each of our releases is trend right for the season.

So what sets ClearVision apart from the rest? The difference is in our aspiration to create great designs that have a purpose in the marketplace and the fashion world, and fully reflect their brands' identity. ClearVision assures that each of our brands has its own identity, established by distinguishing shapes, styles, materials and construction.

We hope you enjoy our Insight for 2012!

Jennifer Coppel
**Manager, Product Design & Development
 at ClearVision Optical**



Cole Haan
962



Flashback: Retro is "it," in everything from the Big Screen to the catwalk



Animal skins: Printed, faux, and the real deal – slithered down the runways this year



Ellen Tracy
Turin

TREND REPORT

Aim for a surplus of style with these on-target trends for 2012



BCBG
Eden

Feathers: Lend a dreamy aire to haute accessories



For creative souls: Unique, cutting edge styles with a nod to the past



Marc Ecko
Hacker



BCBGMAXAZRIA
EYEWEAR

MASTERS OF STYLE

BCBGMAXAZRIA:
*The epitome of fashion
preferred all the world over*

BCBGMAXAZRIA Eyewear reflects the same style and attitude of its clothing. Featuring dramatic colors and creative, natural textures, BCBGMAXAZRIA optical designs are chic, stunning, and on trend. From faceted and textured metals to bold, rich acetates, the easy-to-wear designs emit a vibrant, youthful sophistication that's sure to get noticed.

ABOUT THE BRAND

Founded in 1989, BCBGMAXAZRIA combines European sophistication with an American spirit. The lifetime vision of founder and fashion designer, Max Azria, BCBGMAXAZRIA enjoys a loyal following—from red carpet royalty and international jet setters to Fortune 500 executives and many more. Today, the fashion powerhouse is one of the most celebrated names in the industry. BCBGMAXAZRIA's parent company, BCBGMAXAZRIAGROUP, maintains an impressive portfolio of 22 brands and continues to grow exponentially around the world.

AS SEEN IN

WWD, Harper's Bazaar, InStyle, Vogue, Elle, Glamour and Marie Claire



Mae, Anastasia, Portia

TRENDALERT
**GLAM
GARDEN**
*Avante garde with
a sexy, retro vibe*

WHERE TO BUY

The BCBGMAXAZRIA brand is available in more than 100 freestanding boutiques across the United States and leading retail chains, including Saks Fifth Avenue, Bloomingdale's, Nordstrom, Macy's, Dillard's and Lord & Taylor, as well as specialty boutiques nationwide.



Georgina

21ST CENTURY FOX

The Ellen Tracy woman strives for the perfect balance of what makes her feel most alive

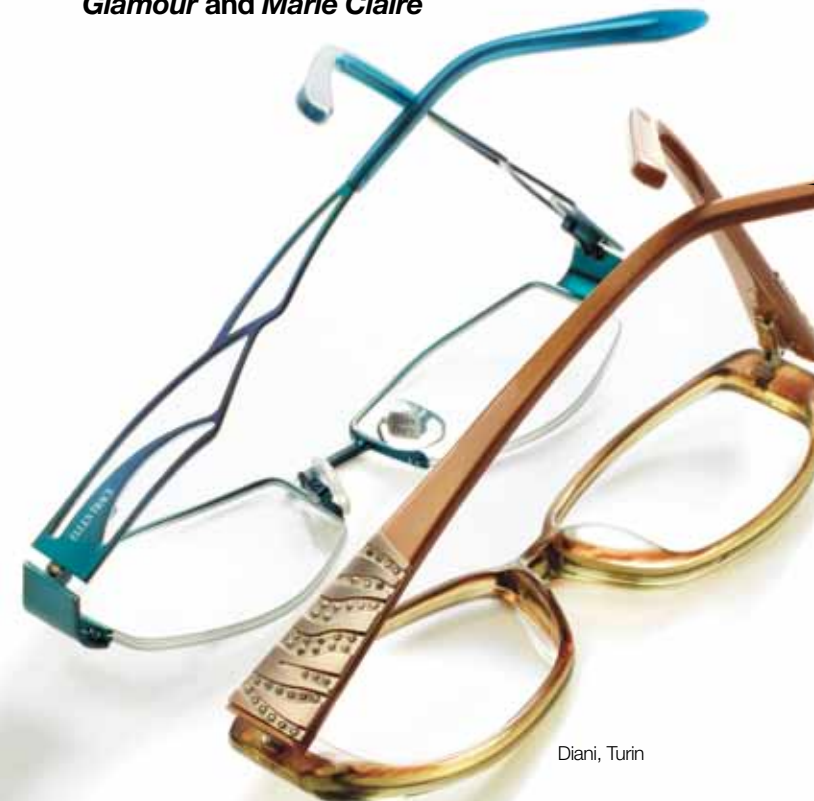
The Ellen Tracy woman strives for the perfect balance between youthful attitude and grown up glamour. And the Ellen Tracy optical collection gives her what she needs: polished, modern sophistication with a youthful, dynamic attitude. The collection signifies meticulously tailored designs, classic shapes, and sleek, rich patterns, designed for women living in the moment.

ABOUT THE BRAND

Founded in 1949, Ellen Tracy originated as a blouse manufacturer and has significantly grown into a leading designer of quality apparel for professional women. The brand has three main labels. Ellen Tracy Bronze, exclusive to Macy's; Ellen Tracy Black and Company Ellen Tracy. Today, Ellen Tracy has over 23 licensed agreements including shoes, hosiery, belts, eyewear, coats and dresses to name a few, and is a \$350 million business at retail.

AS SEEN IN

WWD, Harper's Bazaar, InStyle, Vogue, Elle, Glamour and Marie Claire



Diani, Turin

TRENDALERT

METROPOLITAN SOPHISTICATE

Sleek, rich patterns and textures take a walk on the wild side

WHERE TO BUY

The Ellen Tracy brand is sold at well-known department stores including Macy's, Nordstroms, and Lord & Taylor. Through its partnership with Macy's, Ellen Tracy shops have been created in Macy's largest flagship stores – Herald Square in New York, Union Square in San Francisco, State Street in Chicago and Dadeland in Miami.

ELLEN TRACY

NATIVE NEW YORKER

*Cole Haan: Redefining
American style,
one frame at a time*



A CLASSIC BRAND TURNS ITS EYE TO THE CITY IT CALLS HOME.

Known for its innovative twists on traditional styles, this NYC-based brand takes its inspiration from the streets of New York, offering a range of classic staples that can stand up to the rigors of the city and still look good.

Cole Haan's eyewear collection fuses vintage-inspired silhouettes and state-of-the-art materials (think rubberized metal and handmade Italian acetates). The result? An assortment of street-smart accents that move easily from work to play while looking sharp. Men's frames feature modernized retro shapes in clean, wear-anywhere colors, while ladies' eyewear blends playful color-blocking with chunky, tomboy-chic profiles.

AS SEEN IN
*GQ, Lucky, InStyle, Interview,
The New York Times and W*



962, 961, 960



221

TRENDALERT

MAD MEN

*Bold acetate frames are a nod
to Mad Men era Manhattan*

WHERE TO BUY

The Cole Haan brand is available in over 2,500 locations worldwide, including Cole Haan stores and outlets, department stores and boutiques, and at colehaan.com.

COLE HAAN
NEW YORK CITY



MARC  ECKŌ
C U T & S E W

URBAN DEFENDER

*Marc Ecko Cut & Sew:
A fashionable edge for
the most covert operations*

A new American sensibility that re-imagines cult classics, Marc Ecko Cut & Sew eyewear is an expression of artistic creativity for men who know that authenticity counts. It's modern, trendsetting styles are enhanced by subtle embellishments inspired by craftsmanship, innovation, and pop culture. Intricate textures, expressive patterns and interesting materials enhance each distinctive design, making Marc Ecko Cut & Sew one of the most stylish men's collections available.

ABOUT THE BRAND

Launched in 2004, the Marc Ecko Cut & Sew collection is a contemporary menswear line blending classic tailoring with bold graphics and subtle details. It was designed for those who want to start dressing a little more seriously but maintain their youthful edge with just the right swagger. The line includes t-shirts, denim, hoodies, button-down shirts, track jackets and more, all for the fashion forward man.

AS SEEN IN

Various lifestyle print outlets including *Details* and *GQ* magazines, as well as television, in-store, and online



Navigator

TRENDALERT

BKLYN

*A nod to the past:
bold, hip style
with a slick, chic edge*

WHERE TO BUY

The Marc Ecko Cut & Sew brand is sold in freestanding and outlet locations in North America; online at shopecko.com; and at high end department stores such as Macy's and Dillards.



Blind Stitch



IZOD



STYLISH AND SPORTY

Youthful, classic and fashionable: IZOD is the brand for every lifestyle

Known around the world for its sport-inspired design, the iconic IZOD brand has a style for every profile and every aspect of life. IZOD Eyes provides classic designs for a contemporary active lifestyle, while IZOD Luxury Sport offers fashionable vintage styling with a modern day aesthetic. And for the sports enthusiast, IZOD PerformX combines high performance, athletic styling with uncompromised durability.

ABOUT THE BRAND

Since 1937, the IZOD product line has significantly grown to include suits, shirts, neckties, shoes, outerwear, and luggage. IZOD is the official title sponsor of the IZOD IndyCar Series – the popular motorsports racing circuit that includes the Indianapolis 500. IZOD is also known throughout the sports and entertainment world with the naming rights to the IZOD Center in East Rutherford, NJ.



754, X-89

TRENDALERT

ALL AMERICAN

The casual professional: sporty, classic style with architectural infusion

AS SEEN IN

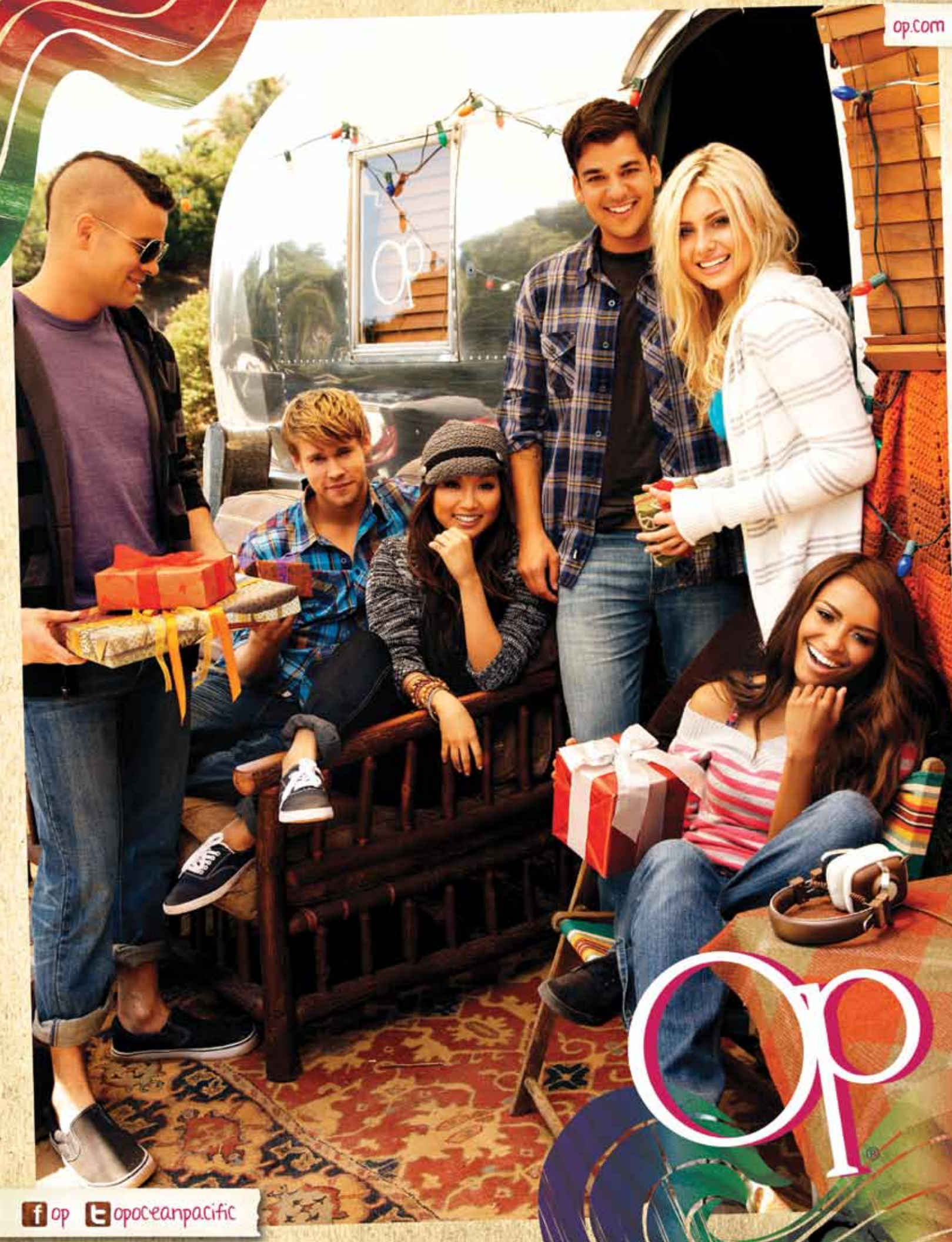
Sports Illustrated, GQ, ESPN The Magazine; IZOD IndyCar Series promoted racetracks; billboards in NYC Times Square, CitiField, and Toronto; the IZOD Center in East Rutherford, NJ

WHERE TO BUY

The IZOD brand is sold at well-known department stores such as Macy's, J.C. Penney, Belk, and Bon-Ton. In addition to its presence in more than 6,000 retail venues worldwide, the brand continues to expand throughout Asia and Latin America.



402, 403, 404, 405



op.com

f op t opoceanpacific



EYE CANDY

Op celebrates youthful style with a splash of fresh, fun color



Bombora, Hanalei Beach, Boardie

TRENDALERT **FRUIT PUNCH**
A refreshing pick me up of bright pop colors

Tulum Beach



Authentic and hip, Op is the original California lifestyle brand, the first to successfully translate the surfing lifestyle into a comprehensive fashion brand. Offering a youthful selection of cool shapes and styles, the latest Op collection features a colorful splash of new techniques and contrasting textures for fun in the sun, all year long.

ABOUT THE BRAND

Still have your board shorts? Getting its start as a surfboard brand, Ocean Pacific evolved into a lifestyle clothing line for fashion in and out of the waves, quickly becoming popular with its instantly recognizable 'Op' logo. Offering swimwear, fragrances and accessories for both young men and women, Op is the definitive name throughout all of the surf/beach culture. Today, Young Hollywood joins the brand's Team Op, a campaign heavily revolved around social media. The brand also hosts Op Amp'd, a music blog featuring upcoming tunes, shows, rising bands/artists and all things music!

AS SEEN IN

OK! Weekly, Twist, Cosmopolitan, Seventeen and Teen Vogue

WHERE TO BUY

Op apparel is sold exclusively at retail giant Wal-Mart. With more than 3,500 locations across the U.S., more than 100 million Americans shop at Wal-Mart each week, giving the brand unprecedented national exposure.



JESSICA McCLINTOCK
Eyewear Collection



EMBELLISHED ELEGANCE

Jessica McClintock is designed for women who revel in their femininity

One of the nation's most recognizable brands for women, Jessica McClintock is known for using intricate Victorian detailing and elegant embellishments that express beauty and grace for women who revel in their femininity. 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. Jeweled accents and glamorous colorations put this stylish collection in a class by itself.

ABOUT THE BRAND

Founded in 1969, Jessica McClintock, Inc. manufactures and markets apparel, accessories, and fragrances for women and girls. Renowned for its dresses and accessories for prom, weddings and special occasions, this \$140 million fashion house also offers home furnishings, bath products, and eyewear.



TRENDALERT

ROMANTIC BEAUTY

Heirloom jewelry and floral accents are at the heart of this collection



557



AS SEEN IN

Brides, Modern Bride, Cosmo Girl Prom, InStyle, Vogue, Teen Vogue, WWD, and Seventeen

WHERE TO BUY

Jessica McClintock fashions can be found in over 40 company-owned boutiques nationwide, as well as in fine department stores including Macy's, Dillard's, Nordstrom, Lord & Taylor, Boscov's, and Bloomingdales.

Chloe



XL5



EVERYDAY LOOKS EVERYDAY LIFE

*ClearVision Collection:
Quality and style, at
just the right price*



XL2

TRENDALERT

MODERN CLASSICS

*Contemporary styles
at an affordable price*

ClearVision eyewear celebrates the lives of EVERYDAY PEOPLE. Classic and contemporary, the high quality ClearVision frames provide style, reliability and value to the Soccer Dads, Nurses, Teachers and everyone who wears them – perfect for everyday people, in everyday life.

ABOUT THE BRAND

The ClearVision house collection has a reputation for quality, style and reliability. For men and women ages 18-55 and beyond, the ClearVision Collection offers contemporary and traditional eyewear styles at value conscious prices. It delivers a well-rounded selection of frame designs, accentuated by distinctive detailing, attractive materials and quality construction. In addition, the ClearVision brand includes a selection of men's XLFIT and Petite Fit designs.

CLEAR VISION®

Charles



Emerson



Tina, Leigh, Megan



Layla





AFFORDABLE CHIC

Junction City: Fashionable styles for up and coming individuals

Designed for people with their feet on the street and their lives tied to the heart of the city, the Junction City collection is at the crossroads of fashion and affordability. Inspired by cultural nuances of life in the city, Junction City eyewear's "cool factor" is derived from graphic patterns, angular shapes, and bold colors. Interesting designs and color combinations offer unexpected details for a private label brand.

ABOUT THE BRAND

The Junction City collection delivers on trend designs at an affordable price. For men and women ages 24 to 40, this private-label brand offers an assortment of stylish, fashionable designs — perfect alternatives to higher-priced brands.



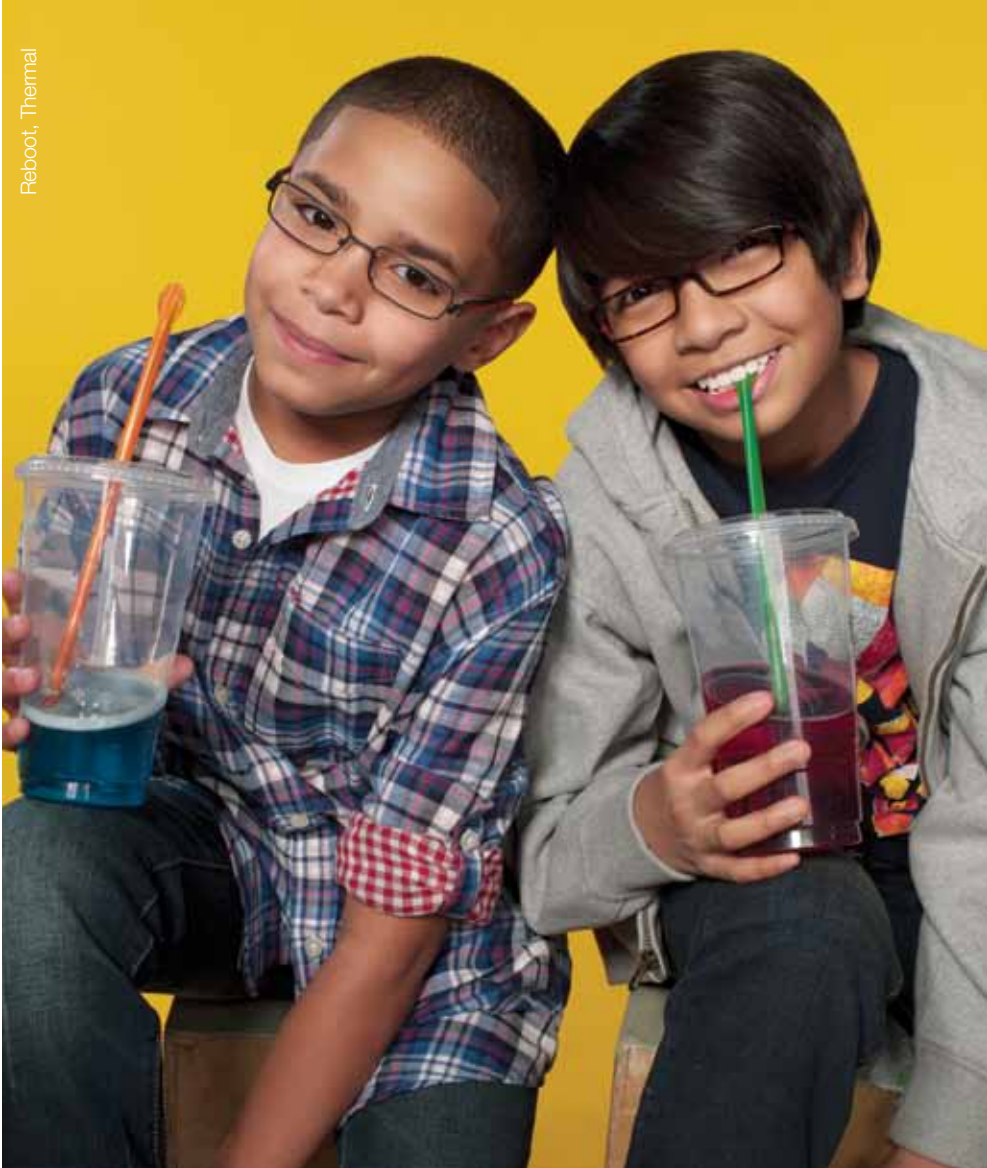
Forest Park, Fairmount Park

TRENDALERT
CITY CULTURE
Bold colors, graphic patterns and modern shapes add excitement to this cool collection



Vancouver





HIP. TRENDY. WALLET-FRIENDLY.

*Digit: Premium brand
chic at affordable prices*

Reboot, Thermal

Laser, Network,
Thermal, Magnetic



Laser, Kick Flip, Network, Reboot

Meet Digit, our fresh eyewear collection for kids & tweens with their own individual sense of style. Digit offers hip, "grown up" style with a fun attitude that lets kids be kids. Whether they're in tune with all things technology or the adventure of the outdoors, kids & tweens love the exciting shapes, dazzling colors and trendy patterns that round out Digit's collection of six totally cool styles.

ABOUT THE BRAND

Today's kids and tweens have a flawless interaction with technology that connects them with fashion, celebrities, and everything that's "in." When it comes to eyewear, they want fresh, modern designs that look a lot like adult eyewear styles, but in fun colors and shapes that let them be kids. The Digit Eyewear Collection provides the premium-brand "chic" kids want at affordable prices parents will love. For kids & tweens ages 6 to 12 years, Digit offers both acetate and stainless steel models, in eye sizes from 44 to 47.



TRENDALERT
**GROWN UP
STYLE**
*with a fun flair that
lets kids be kids*



Laser, Magnetic, Thermal, Network



Magnetic, Network



Thermal, Magnetic

SPECIALTY

SIZES

*Style has no limitations.
So we don't limit our sizes.*

● LOW BRIDGE



Adjustable fit eyewear designed for today's world.

BCBGMAXAZRIA

Designed for faces with a narrow or lower nose bridge and flatter facial structure, the Global Fit™ collection offers the most adjustable eyewear for those who desire today's fashion-forward designs in a more "customized" fit. Chic and contemporary, the Global Fit collection provides the perfect combination of adjustability and style. Global Fit frames feature:

- **Nose pad arms that adjust two ways**
- **Bowed temples and a flatter base curve for a comfortable, secure fit**
- **Jewel tone colors, flattering for every complexion**
- **Nose pads for less slipping**
- **More styles debuting Fall 2012**



BCBGMAXAZRIA
Catarina

EYEWEAR SHOULDN'T BE "ONE SIZE FITS ALL."

That's why we offer our Specialty Fit Collection, an array of four niche collections meticulously designed to address the various fitting needs of your hard-to-fit patients.

These collections offer much more than sized-up, sized down models, or "extra small, extra large." Each is specifically designed to properly fit particular facial features of both men and women. So whether they have wider bridges, narrow PDs, larger eye sizes, or flatter facial structures, your customers can feel more confident in the frames they're in.

Plus, each Specialty Fit collection is available in several of today's most popular brands, including BCBGMAXAZRIA, Cole Haan, Marc Ecko Cut & Sew, Ellen Tracy, IZOD, and Jessica McClintock, as well as our own ClearVision collection.

The ClearVision Specialty Fit Collection gives your customers the brands they want, in the fits they need. It's just one more way we dedicate ourselves to offering the best solutions for your dispensary, and every one of your customers.

● WIDE | WOMEN'S



Your style. Your size.

Ellen Tracy • Jessica McClintock
ClearVision Collection

Style 'n Fit™ delivers designer names and contemporary styles for women whose facial features require a slightly larger frame. Perfectly proportioned, our Style 'n Fit frames feature:

- **Wider bridges and larger eye sizes to match fuller faces and wider PDs**
- **Extended end pieces for greater comfort**
- **Extended temple lengths**



SPECIALTY SIZES *(cont'd.)*

● WIDE | MEN'S



Everyone deserves great style.

BCBGMAXAZRIA • Cole Haan
Marc Ecko Cut & Sew • IZOD
ClearVision Collection

Created for larger men who want a perfect fit without compromising style, the XLFIT™ collection spans four of our most popular brands. XLFIT includes design features like:

- **Longer temple lengths**
- **Wider bridges and larger eye sizes to match fuller faces and wider PDs**
- **Extra strength spring hinges for added durability**
- **Extended end pieces for greater comfort**



● PETITE



Unique. Chic. Petite.

BCBGMAXAZRIA • Ellen Tracy • Cole Haan
Jessica McClintock • ClearVision Collection

Our Passion for Petites collection features smaller-sized versions of some of our most popular brands, in styles your customers love. Each Passion for Petites frame features:

- **Narrower bridges and smaller eye sizes to match petite faces and narrower PDs**
- **Multiple temple lengths for a precise, comfortable fit**
- **Durable spring hinges in smaller sizes**



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