

2014 EDITION

InSight

THE MAGAZINE ABOUT DESIGN

AND INSPIRATION



WHAT'S TRENDING?

See what's in vogue for 2014. How will your frame board measure up? Read more on p. 03

FITTING FOR ALL

Read about our Specialty Fit Collections. p. 30



WHAT'S NEW?

Our latest & greatest ways to help build your business. Read more on p. 02



CLEARVISION[®]
optical company

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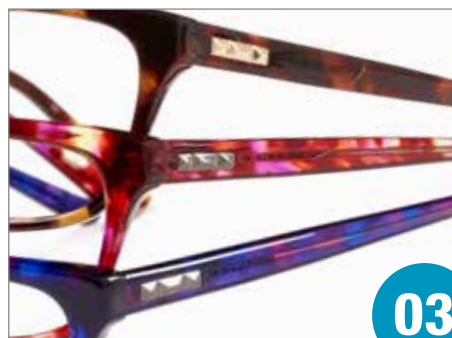
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02

What's new? As a company that embraces innovation, we're proud to introduce our latest products & interests that help pave the way to your success.



03

Design inspiration comes from so many places...including some of the year's most fashionable trends! Let this guide you in building the perfect collection for 2014. Get the looks!

look for these inside

*** circles of sales**

Look for circles (like this one!) throughout this brochure! They highlight many of the profit-building programs we offer at ClearVision & provide a bit of information on how they can help your business!



On the cover. Top to bottom:
BCBG Brynn, Cole Haan 1021,
Cole Haan 247, Ellen Tracy Athens

“What makes ClearVision different from other optical companies?”

It goes back to the founding of our company nearly 65 years ago by our parents, Fred and Mimi Friedfeld. Our father advised us and the rest of the CVO family on nearly every subject, always asking, “How would you want to be treated in this case?” As such, he established a personal philosophy of doing business that we still carry on:

Treat Others As You Want to Be Treated.

Today, we honor this approach by asking ourselves, “What would Fred do?” Our answer is always, “Do whatever it takes.” Whatever it takes to keep our customers happy *and* be the provider they want to work with.

That’s how we function at ClearVision Optical. A lot of people think it’s different. We think it’s pretty simple.

We’ll keep treating you the way you want to be treated, providing the best possible experience we can.

David Friedfeld
David Friedfeld
President

Peter Friedfeld
Peter Friedfeld
Executive Vice President



Top: David Friedfeld, Stratasys’ Bruce Bradshaw & Herschel Kaufman at our VEW 2013 3D printing event.



Left: Dr. John Offerle, Eye Care Associates of Michiana, shares a photo from a recent mission organized by Volunteer Optometric Services to Humanity Indiana.



From generation to generation: intern Lucas Friedfeld with his grandfather, CVO founder Fred Friedfeld.

what's new

PURITI TITANIUM The Element of Style

2014 marks the introduction of PuriTi, our 100% titanium eyewear collection. Beginning with 6 new styles, the PuriTi collection showcases timeless design and functional excellence at an attractive price point.



It starts with a Handshake:

We've gone mobile! Using the Apple iPad® and the Handshake® sales order manager app, our sales consultants can process your order before even leaving your dispensary! This technology has virtually eliminated the need for manual order entry, significantly reducing the chance for error! Your order is processed and received even faster than before.

BE INSPIR3D.

In 2013, ClearVision began using 3D printing in our design and prototyping processes. As 3D printing is rapidly impacting the design and production of eyewear, we're ready to explore this technology even further in 2014.



DURAHINGE

We know what men want when it comes to eyewear:

A frame that's comfortable, fits well, and lasts long.

We have the answer.

DuraHinge. Exclusively from the ClearVision Collection. We're adding new styles to the collection in 2014, for men who need a little more "muscle" in their eyewear.

branded exchange program
Replace a slow moving collection with a similar ClearVision brand (no additional costs!)

furniture displays:
Showcase your collections in style — amazing displays, free with qualifying orders.

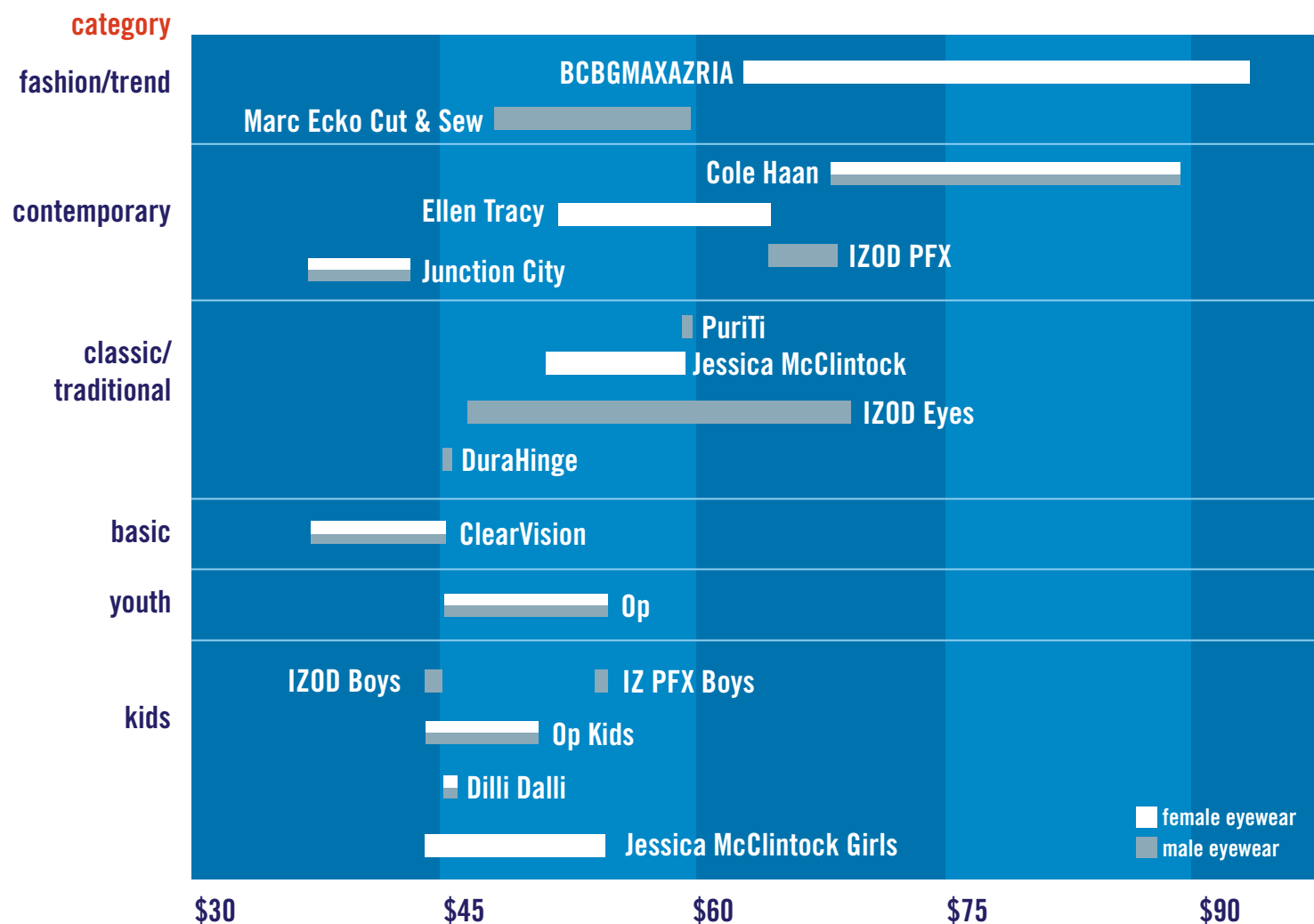


hitting the fashion target

We're spot on with these trends for 2014.

- 1. Ellen Tracy Madrid Animal prints:** I am woman, hear me roar: animal prints, like leopard, let today's modern women purrrfectly show off their strong, sassy chic.
- 2. Cole Haan 624 Honey:** From fragrances to haute couture, it's one of the most buzzed-about trends.
- 3. BCBG Celeste Studs:** A feminine edge: studs punctuate everything from belts to booties.
- 4. Marc Ecko Cut & Sew Empire Carbon Fiber:** Bridging the gap between art and technology: high end, on trend durability.

brand portfolio



wholesale price points

co-op advertising:
Promote your practice using a percentage of your sales! Advertising, marketing, and more!

business builder:
Get customized sales rewards and incentives as you increase your business with us!

rx express:
Keep your best sellers on display with our unique reorder service (plus get free shipping on qualified orders!)

it starts with one thing...

Our goal is to provide you with the best experience you'll find in the eye care industry. Combined with a diverse brand portfolio that meets the needs of just about every dispensary, our commitment to our customers is what sets us apart from other optical companies.

OneSource™

Our unique OneSource™ philosophy is an innovative, efficient, and cost effective way to do business. Simply put, we provide you with one dedicated sales consultant to deliver 11 diverse eyewear collections in one time-saving appointment.

Plus, we deliver the benefits of one simple discount structure and one set of programs, customized to meet the needs of your practice. Our customers love this!

**One consultant. One appointment.
All the brands you need.**



banner program:
Show off your collections & add style to your dispensary with beautiful, branded banners!

add a brand:
Get substantial savings on your order when you add new brands to your frame board!

auto pre-release:
Automatically receive our latest styles (no shipping charges!)

it's all in the ...

BrandSpace™

We know how important it is to have a frame board that speaks to your patients. So we offer BrandSpace™, our profit-enhancing approach to frame board management. It's a picture perfect mix of frames for each of your specific patients, designed to engage and enhance your sell-through. And with BrandSpace, there's no shape or style duplication between the individual collections.

CALLING ALL KIDS:

THE CLEARVISION KIDS COLLECTION FITS KIDS OF ALL AGES!



Op 826

IZOD BOYS

Like baseball & hot dogs...IZOD Boys eyewear has All American style! Sporty, colorful, durable...cool.

OP KIDS

Surf or skate? Both?! Op Kids eyewear is a collection of highly patterned, creative designs that let kids & tweens strut their sporty, trendy & artsy stuff!

JESSICA McCLINTOCK

Girl power! Jessica McClintock Eyewear for Girls lets little "fashionistas" show off their playful side...with a little bit of attitude! On trend styles in the coolest hot colors.

DILLI DALLI

For little ones ages newborn to 3 years, the Dilli Dalli pediatric collection, featuring the innovative IntelliFlex™ technology, offers unsurpassed durability, a comfortable fit and adorable style.

Featuring the widest range of kids' frames available from one company, the ClearVision Kids Collection has the looks kids love!



JMC 418



Dilli Dalli Buttercup



Our highly merchandised kids collection provides a variety of eye shapes, colors, patterns and design accents — meeting the needs of every kid. Plus, we offer bright, colorful point-of-purchase materials and displays that connect kids to the brands and styles they know and love.

special promotions:

Stay tuned for new & exciting promotions that'll add to your bottom line!

new account programs:

Become a part of the ClearVision family... new customers get special discounts!

reorder credit:

Improve your board! Add a new brand & receive credit for reorders of that brand!

quarterly specials:

Increase your profit margins! Each quarter, get special pricing on a select group of branded styles.

A FRESH PERSPECTIVE

A collection of powerful statement-makers and classic, confident styles, BCBGMAXAZRIA eyewear fits the dynamic lifestyle of the contemporary woman. Design inspiration is drawn from the brand's DNA and translated into a chic, sleek, wearable collection that lets today's modern woman feel beautiful and effortlessly cool. Directional silhouettes, elevated materials and a vibrant color palette inspired by apparel accentuate this assortment of tailored chic, weekend casual, and glamorous designs. The iconic BCBGMAXAZRIA stud bar hardware punctuates several styles, further aligning the collection within the brand's portfolio of lifestyle products.



Founded in 1989, premier fashion brand BCBGMAXAZRIA blends European sophistication with American spirit, defining a fashion-forward collection for women with a dynamic, eclectic sense of style. The lifetime vision of founder, designer, & CEO Max Azria, BCBGMAXAZRIA is named for the French phrase "bon chic, bon genre," a Parisian slang meaning "good style, good attitude." BCBGMAXAZRIA's parent company, BCBGMAXAZRIAGROUP, has an impressive portfolio of 22 brands and continuously grows as a worldwide powerhouse of style.

BCBGMAXAZRIA is available in more than 100 freestanding boutiques across the United States and leading retail chains, including Saks Fifth Avenue, Bloomingdale's, and Neiman Marcus, as well as specialty boutiques nationwide. It is also available online at BCBG.com.



Josette



Glimmer



Top to bottom: Victoria, Meredith, Gabby

BCBGMAXAZRIA

EYEWEAR

HOW I LIKE ME NOW

THE QUEEN OF COOL

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 30 licensed agreements including shoes, hosiery, belts, eyewear, coats and dresses, to name a few, and is a \$500 million business at retail.



Segovia

She's comfortable in her own skin. 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 is sold at well-known department stores including Macy's, Lord & Taylor, Bloomingdale's, Belk, Von Maur, and Nordstrom. 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. Internationally, the brand is sold at The Bay and House of Fraser.



Vicenza



Galicia

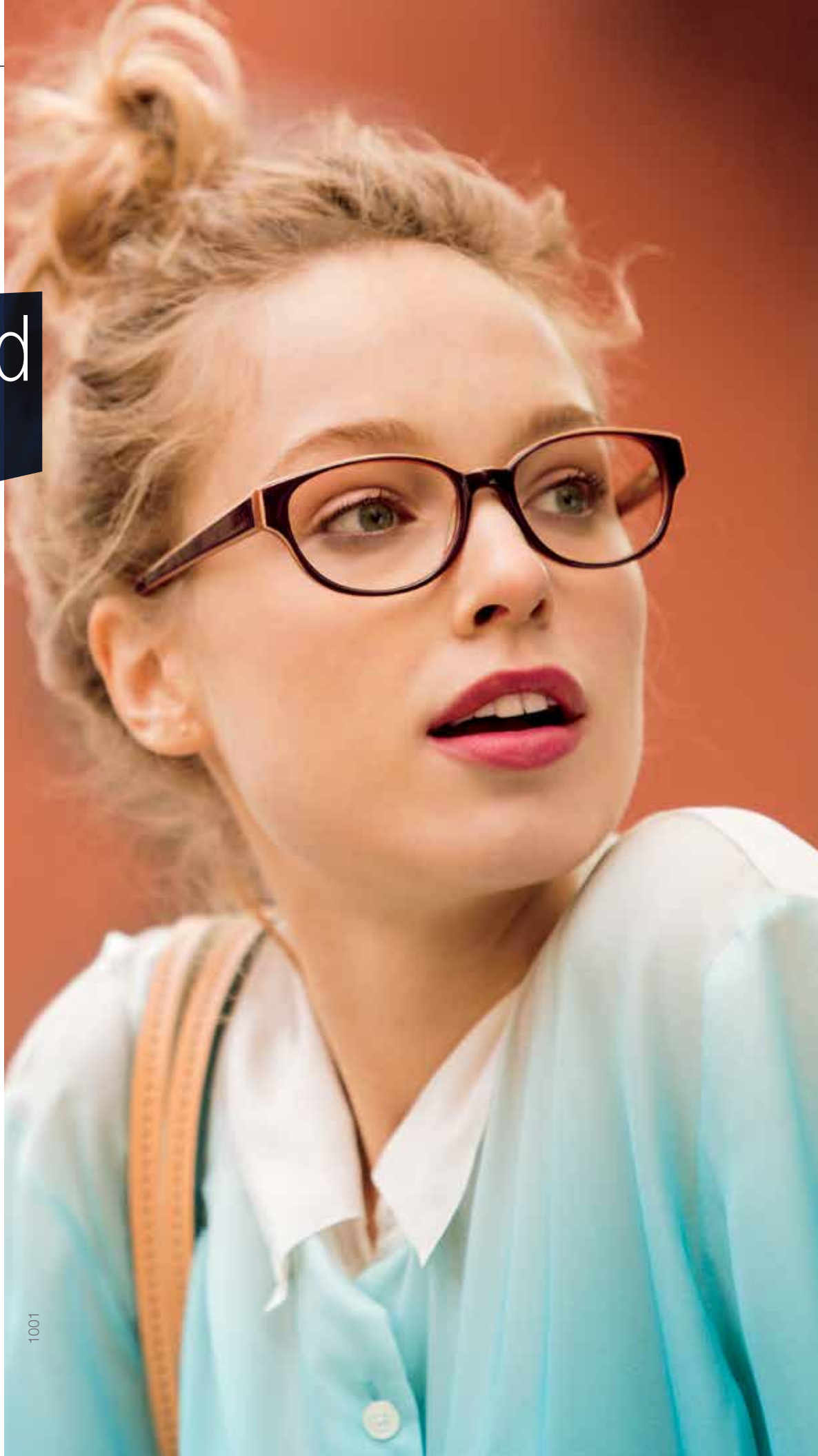
ELLEN TRACY

Be good, do good & look good doing it.

Trafton Cole and Eddie Haan began Cole Haan in 1928, resolving to make good goods and nothing but good goods. Their entrepreneurial spirit and timeless vision inspire Cole Haan still. Today, Cole Haan creates the shoes, bags and finishing touches for people who are ingenuous, resourceful and want to make a difference. Cole Haan's intrepid tribe manages to look good whether at work or play, and believes a sense of style and a sense of humor are perfect complements.



Left to right: 618, 694



1001

Offering distinctive styles, the Cole Haan collection elegantly fuses tradition and modernity. Combining artisan craftsmanship and style with retro and contemporary design elements, these clean, confident styles bring a touch of irony to the makers, creators, and innovators who wear them. Men's styles feature well-crafted shapes in plastics and crisp metals. Women's styles blend rich materials in unparalleled hues with a borrowed-from-the-boys profile.



244

Cole Haan is available in over 2,500 locations worldwide including Cole Haan stores, colehaan.com and outlets; department stores and boutiques including Nordstrom, Bloomingdale's and Macy's.

Magnolia skimmer



Top to bottom: 246, 248, 1021, 1018



Glenn chukka

COLE HAAN

UNAPOLOGETIC PASSION FOR THE THINGS WE CREATE

Launched in 2004, the Marc Ecko Cut & Sew contemporary menswear line is never merely just about the product, rather about the obsession over precise attention to detail. Marc Ecko Cut & Sew creates product to equip young men with attire relevant to their lifestyle. The collection includes apparel, tailored clothing, outerwear, accessories, headwear, footwear, watches, fragrance, and eyewear.



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Empire

Marc Ecko Cut & Sew is sold domestically in specialty retail and department stores such as Dillard's and Lord & Taylor.

Nomad



The Marc Ecko Cut & Sew collection is an expression of artistic creativity for men who know that authenticity counts. Each trendsetting style is a juxtaposition of retro and modern designs, flavored with elements of speed, rugged sportiness and military toughness. Adventurous accents, hip colorways and cool materials like carbon fiber and distressed metal intensify this highly wearable collection of "geek chic" to rough-and-tumble styles. Custom temple tips inspired by the curvature of a tailors' shears pay homage to every passionate craftsman.

Activist



E11528G1



Washed Up Button



Voyeur



Instigator

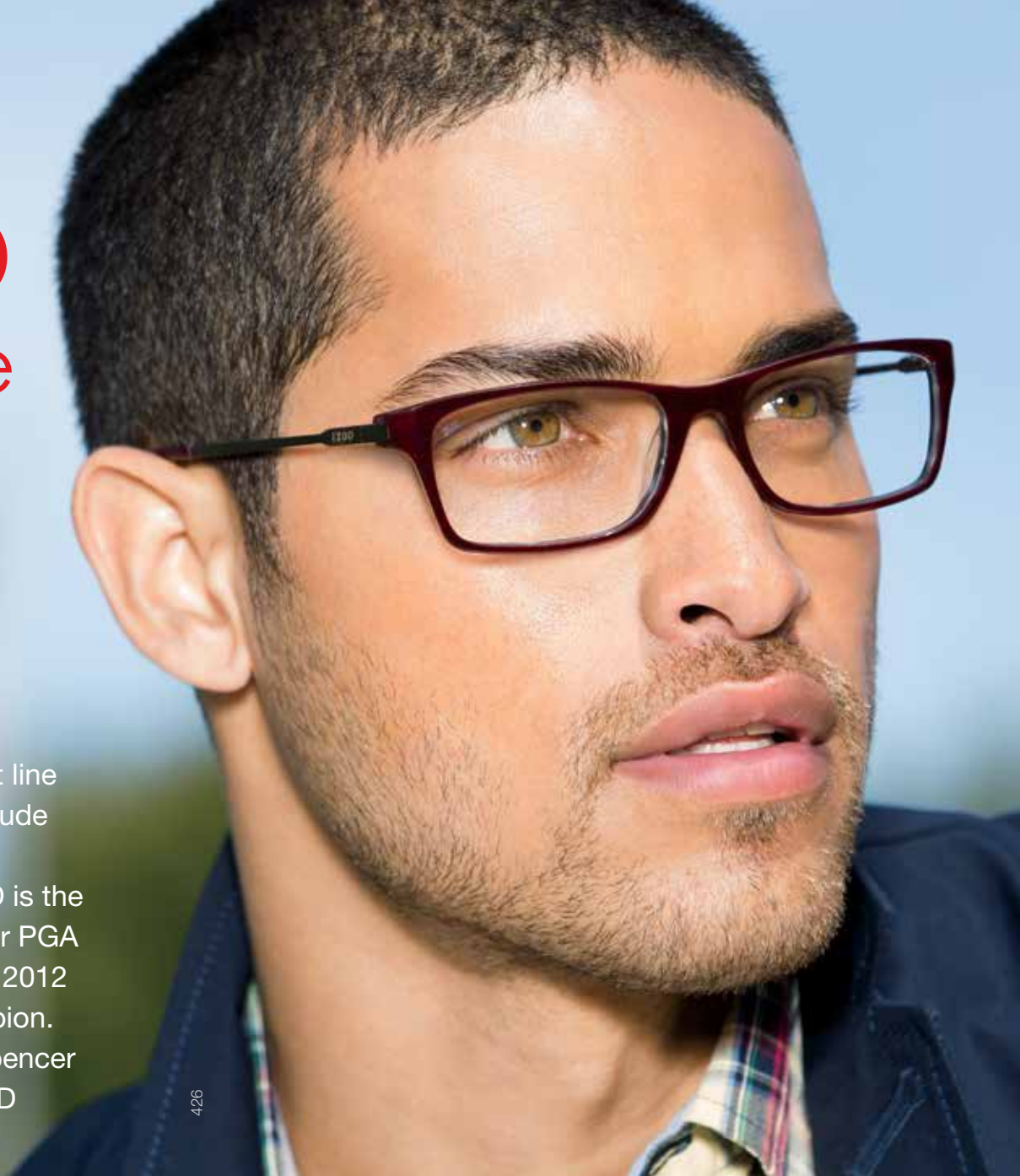


C U T & S E W

IZOD

Sweep the season in
CLASSIC AMERICAN STYLE

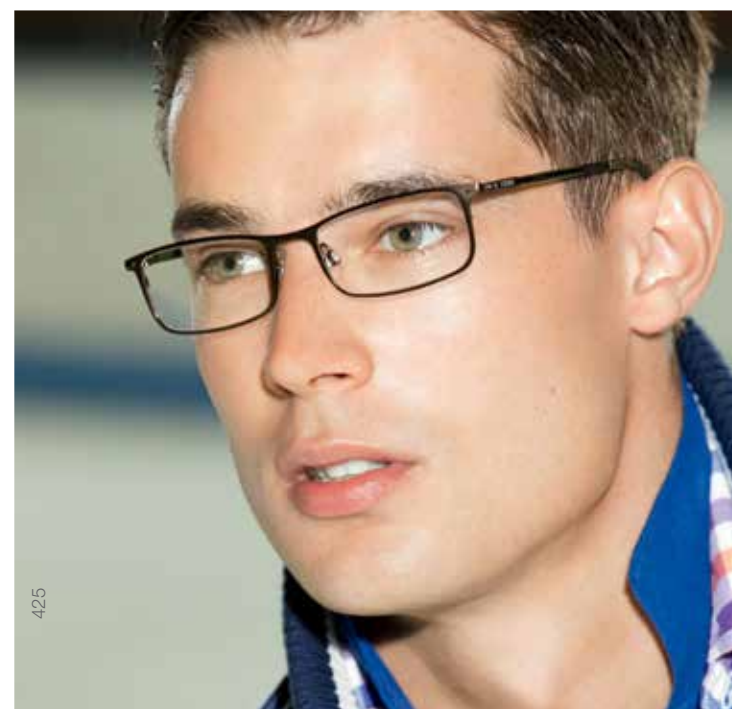
Since 1937, the IZOD product line has significantly grown to include suits, shirts, neckties, shoes, outerwear, and luggage. IZOD is the on-course apparel sponsor for PGA Tour pro, Webb Simpson, the 2012 U.S. Open tournament champion. Golf pros Scott Piercy and Spencer Levin also serve as Team IZOD brand ambassadors.



426



16 • CLEARVISION OPTICAL



425

Known around the world for its sport-inspired design, IZOD offers crisp, clean, All American style. With bold, colorful and energetic design, IZOD eyewear offers classically sporty styles with a clean, youthful aesthetic. The complete IZOD optical collection is crafted to perform as well as the man who wears the designs. IZOD Eyes provides sculpted, clean profiles enhanced by pops of vibrant color. IZOD PerformX designs are constructed with memory metal bridges and temples for high performance and uncompromised durability.

IZOD is sold at well-known department stores such as Macy's, JCP, Belk, and Bon-Ton. In addition to its presence in more than 6,000 retail venues worldwide, IZOD "Shop in Shops" are located in over 680 JCP stores across the U.S. The brand continues to expand throughout Asia and Latin America.



431



Top to bottom: X-525, X-526, X-527

A youthful wave... ...of colorful style.

Authentic since 1972, Op is the original California lifestyle brand, the first to successfully translate the surfing lifestyle into a fashion statement. 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 with an extensive marketing and promotional campaign that includes a robust social media presence.

Optical retailers carrying Op eyewear can be located on the Op consumer website, Op.com, through the site's store locator.

Left to right: Off Shore, Main Beach

The Op eyewear collection offers a fresh selection of cool shapes and styles, splashed with a beach-and-board short vibe. Op eyewear lights up youthful faces with colorful fades and juicy translucents, in both plastics and metals.

Get on board with the collection's hip, wavelike and beachwear-inspired patterns that give a fun-in-the-sun feeling, all year long.

From top to bottom: Haydn, Brooks Beach, Main Beach, Ulua Beach, Lala



TRUE ROMANCE

ELEGANT NOSTALGIA

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.



Top to bottom: 565, 566, 565

Top to bottom: 039, 424



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. Crystal accents, soft colorations, and piercings inspired by Victorian lace and jewelry add a whisper of nostalgia. Rich, handmade acetates and dazzling metals set this stylish collection in a class by itself.

Jessica McClintock fashions can be found in over 40 company-owned boutiques nationwide, as well in fine department stores including Macy's and Nordstrom. They are also available online at jessicamcclintock.com.



Minaudiere Clutch
Grey



Top to bottom: 045, 043, 033

JESSICA MCCLINTOCK
Eyewear Collection

EVERYDAY LOOKS FOR EVERYDAY LIFE



Rachel

CLEAR VISION®

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 & everyone who wears them – perfect for everyday people, in everyday life.



DuraHinge 3

We know what men want when it comes to eyewear: A frame that's comfortable, fits well, and lasts long.



Adam

The ClearVision house collection has a reputation for quality, style and reliability. It's an assortment of modernized and traditional eyewear styles at value conscious prices. Frame designs feature unexpected details like crystal accents, hi-lo texturing and contemporary colors. From rich, marbled acetates to crisp, classic metals, the quality construction is one of the best values of this private label collection. Modern sophistication at an affordable price.



Top to bottom: Bill, Marjorie, Nora, Eloise

FOR MEN WHO NEED A LITTLE MORE "MUSCLE" IN THEIR EYEWEAR.

Unique to the ClearVision Collection, DuraHinge's proprietary 5-barrel hinge construction offers superior strength with the added flexibility of a spring hinge. You can feel the durability and sturdiness in hand, yet it's not too bulky or heavy on the face.



Left to right: DuraHinge 1, DuraHinge 6

DURAHINGE

THE ELEMENT OF STYLE

Introducing PuriTi, our 100% pure titanium eyewear collection. Designed with eye care professionals in mind, PuriTi addresses market demand for a high quality titanium collection that's also attractively priced.

Offering technologically advanced construction, the lightweight, hypoallergenic PuriTi titanium collection showcases timeless design and functional excellence.



306



306

Ti

TITANIUM

S

STRONG

R

RESISTANT

F

FASHION

Ideal for men who understand the benefits of titanium, PuriTi eyewear is handmade and finished using an innovative ion plating technique that adds strength and enhances the richness in color. Featuring classic to contemporary designs including rectangles and navigators, PuriTi titanium frames offer unexpected details like carbon fiber and modernized pin dot accents. High quality, durable and stylish.

It's lightweight.

Titanium is about 40% lighter than stainless steel, so frames don't feel bulky or heavy.



Top to bottom: 306, 305

It's stylish.

Modern eye shapes & trend-right accents like carbon fiber make PuriTi frames both fashionable and functional.



303

It's strong.

Titanium is flexible yet strong; it nearly eliminates bending or breaking, so adjustments are minimal.

PURITI
TITANIUM

AFFORDABLE CHIC... ...INSPIRED BY THE CITY YOU CALL HOME

Inspired by the cultural nuances of life in the city, Junction City eyewear's hip designs appeal to men and women who show their cool side through on trend, confident eyewear styles. A choice alternative to higher-priced brands, this private label collection projects a youthful vibe that's matched with high quality and value.

Left to right: Fargo, Acadia Park



We know what it's like to be just starting out. So we keep that in mind when creating Junction City eyewear. There's a lot of style packed into each affordable design – unexpected for a private label brand.

For women, apparel-inspired piercings, vivid, colorful patterns and youthful front shapes let them put their best face forward, whether feminine and playful, or edgy with a bit of attitude! For men, minimalist, clean looks in earth tone colorations are taken to a new dimension through architectural and industrial-inspired temple piercings. The result is masculine, professional styling that's bold, yet lightweight.



Left to right: Boulder, Greenville, Emerald Park, Buffalo, Boulder, Fargo



Worcester

junction city[®]

...Innovative
by design
...crafted
with love.

The Dilli Dalli pediatric eyewear collection offers unsurpassed durability, a comfortable fit and adorable style. Featuring the innovative IntelliFlex™ technology, this advanced collection delivers both fashion and function.



Driven by the needs of the littlest patients, their parents, and eye care professionals, the Dilli Dalli eyewear collection represents ClearVision's dedication to the pediatric eyewear market.

We know that durability and comfort are very important to parents when it comes to their child's eyewear. So we put particular emphasis on fit when developing each Dilli Dalli model. Our designs address proper, precise fit in terms of the nose pads, end pieces, bridge, temple curve and temple lengths.



The IntelliFlex multi-action spring hinge is designed with the ability to flex both vertically and horizontally, offering unique flexibility and greater durability to the Dilli Dalli frames. The result is safe, functional eyewear with less need for replacement of broken temples.



Top to bottom: Hot Shot, Munchkin



dilli dalli
eyewear



Designed to fit well.

Designed to appeal to a variety of ethnicities, the Global Fit collection offers a better fit for those with a flatter or lower nose bridge. This fashion-forward collection is the answer for hard-to-fit patients who desire today's styles, but in a more "customized" fit for their facial features.

Our current Global Fit collection provides nose pads with adjustable pad arms that keep the frames from slipping, while retaining the correct alignment.

Coming Spring 2014: Specially designed "built up" acetate nose pads that allow frames to sit higher on the face, providing a comfortable, universal saddle fit.

petite fit

Stylish eyewear in a smaller fit.

Our Petite Fit collection offers fresh, fashion forward frames in many of your favorite brands, so your petite-featured patients will always look and feel their best in their eyewear. Petite Fit eyewear and suns are designed based on the overall proportion of a woman's face.

SPECIALTY SIZES

Our Specialty Fit collections offer the widest range of frame fits for just about every unique fitting need. Featuring 5 different fits for some of today's most popular brands, it's the largest selection of specialty fits available from one company.



Eyewear that fits your style.

The Style'n Fit eyewear collection is perfectly proportioned by design to provide a beautiful, comfortable fit. For women whose facial features require a slightly larger frame, Style'n Fit delivers popular brand names and contemporary, on trend looks of today.



Top to bottom: Ellen Tracy Cusco, Sofia



Everyone deserves great style.

For many men, comfort and fit rank high when it comes to choosing eyewear. So we designed our XLFIT collection for men with larger heads or wider faces who want a perfect, comfortable fit without compromising style. Spanning four of our most popular brands, the XLFIT collection offers a range of styles, from classic to modern designs.



Innovative by design. Crafted with love.

Truly a patient-driven collection, the Dilli Dalli pediatric eyewear collection meets the needs of little ones newborn to 3 years old, their parents, and eye care professionals. Delivering comfort, adorable style and a precise fit, Dilli Dalli eyewear offers unsurpassed durability and affordability.



Top to bottom: Dilli Dalli Hot Shot, Munchkin

contact us

Get answers. Place orders. Stay on top of news & events. However you want to reach us, we'll be here.

To order online, simply go to www.cvoptical.com and click on the red **"Online Ordering Form"** button on our homepage.

business hours

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 Friday: 8:00 a.m. to 7:00 p.m. EST

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 General information: info@cvoptical.com
 Order processing: order@cvoptical.com
 Returns: returns@cvoptical.com

getting social

Like to "like?" Pin? Show your selfie? Broadcast yourself (or join the billion daily video viewers?) Maybe you like to say it in 140 characters or less? Whichever way you choose to connect, you'll find us on social media. We've established a presence on many different social media platforms because we want you to know we're here, there, & everywhere you need us to be.

Check out where you can find us:

social media

Facebook www.facebook.com/clearvisionoptical
 Twitter www.twitter.com/cvoptical
 LinkedIn www.linkedin.com/company/clearvision-optical
 YouTube www.youtube.com/clearvisionoptical
 Pinterest www.pinterest.com/clearvision
 Instagram www.instagram.com/clearvisionoptical

We're always looking ahead to help you succeed by providing the connection, support & tools you need.

Join us today!

