

2013 EDITION

InSight

THE MAGAZINE ABOUT
DESIGN AND INSPIRATION

WHAT MAKES
US UNIQUE

A FITTING
SOLUTION
FOR EVERY
PATIENT

ALL
ABOUT
COLOR



CLEARVISION[®]
optical company

OUR **VIEW**

We're often asked, "What makes ClearVision unique?" There's no simple answer to this question! For over 60 years, we've been serving the needs of independent eye care professionals by providing exceptional service, desirable products, price value, and many ways to enhance profitability.



For us, it's always been about building relationships. Showing we care. We nurture our relationships through the outstanding customer service we offer, combined with our personal, cost-effective approach to providing great products that keep patients coming back to your practice. And, we stand by our commitment to helping ECPs like you improve the lives of your patients... and build your business.

Make ClearVision your partner in the growth of your business. We look forward to working with you!

David Friedfeld
President

Peter Friedfeld
Executive Vice President

THE CV way

Our vision for today and tomorrow.

ONESOURCE

It's personal.

Our OneSource™ business strategy provides an efficient, cost-effective way to grow your practice. You'll meet with one dedicated sales consultant who will deliver our complete portfolio of amazing collections for men, women, and children. Plus, review our profit-building sales programs and discount structures, and decide what works best for you.

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

BRANDSPACE™

Exactly for your customers.

We know how important it is to have a frame board that speaks to your customers. So we offer BrandSpace, our profit-enhancing approach to frame board management. It's a picture perfect mix of frames based on the demographics of your dispensary, designed to engage and enhance your sell-through.

BRANDCASE™

Seeing is believing.

The BrandCase system provides an efficient, merchandised arrangement of our frames, giving you a great picture of how they may look on your dispensary wall. Experience firsthand the shape, design, and “feel” of each frame, and make a more informed purchasing decision in less time.



BCBGMAXAZRIA Felicity

BCBGMAXAZRIA.EYEWEAR.COM



BCBGMAXAZRIA
EYEWEAR

Inspired by women and their DYNAMIC LIVES, the BCBGMAXAZRIA collection offers TREND SETTING STYLE and some of today's most SOUGHT-AFTER designs.

ABOUT THE BRAND

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." Its parent company, BCBGMAXAZRIAGROUP, has an impressive portfolio of 22 brands and continuously grows as a worldwide powerhouse of style.

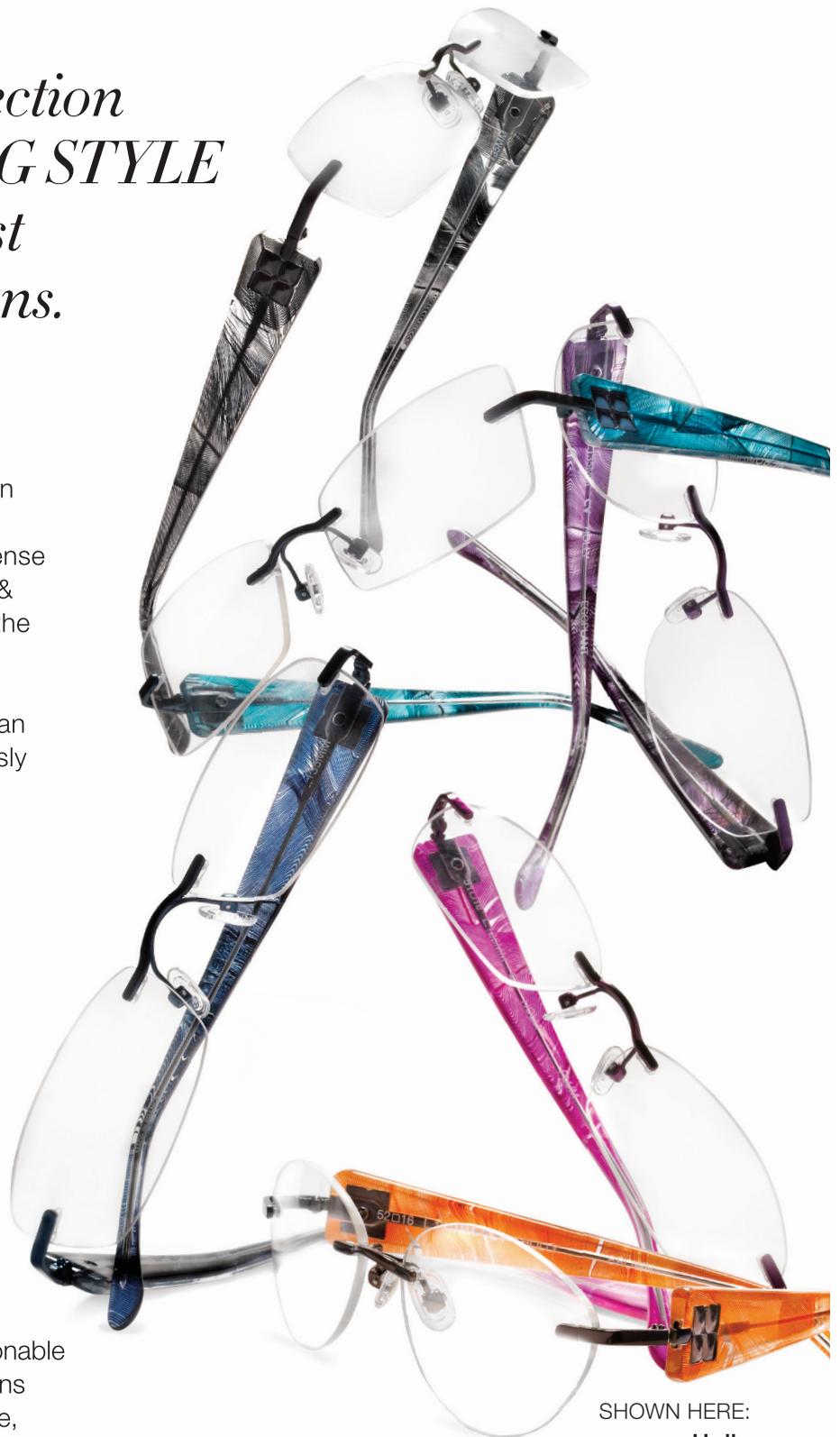
WHERE TO BUY

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.

For consumers, bcbgmaxazriaeyewear.com provides a store locator directing them to dispensaries offering BCBGMAXAZRIA eyewear.

ABOUT THE COLLECTION

A youthfully-charged ensemble of confident, fashionable statement makers, BCBGMAXAZRIA optical designs are a colorful assortment inspired by nature, culture, and glamour. Vivid hues of red, blue, and green give the collection a colorful perspective. From sexy, avant garde looks defined by exotic prints used in unexpected ways, to soft and playful impressions emulating the beauty of lace, BCBGMAXAZRIA eyewear is a versatile and wearable collection that makes a powerful statement, no matter what your style. Bon chic.



SHOWN HERE:
Holly

FEATHERS: *Taking a cue from nature, feathers in vibrant hues add exotic glam.*

ELLEN TRACY



A DYNAMIC ATTITUDE

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

a dynamic woman feels her best when she looks her best. And she doesn't want to compromise her sight for style. The Ellen Tracy optical collection gives her what she needs to get it right.

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.

WHERE TO BUY

Ellen Tracy is sold at well-known department stores including Macy's, Lord & Taylor, Bloomingdales, and Belk. 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 expanded internationally in the Fall of 2012 to two Karstadt department stores, located in Berlin and Dusseldorf, Germany.

ABOUT THE COLLECTION

A perfect balance between youthful attitude and grown up glamour, Ellen Tracy eyewear is a collection of polished, sophisticated styles with a clean, contemporary attitude. Uplifting, geometric eye shapes; rich, gemstone colorations; and jewelry inspired accents beautify each meticulously tailored design.



St. Paris

ANIMAL SKIN: From subtle, organic prints and piercings to bold, abstract accents, animal skin emits sassy chic.



Saranda, Munich

1005



COLE HAAN

NEW YORK CITY

NEW YORK STATE OF MIND

Known for its innovative twists on traditional styles, Cole Haan takes its inspiration from the streets of New York City.

ABOUT THE BRAND

Combining style and substance, this NYC-based brand offers a range of essential staples – shoes, accessories and outerwear – crafted on the cutting edge of technology and timeless craftsmanship. Products are street-ready, modern classics designed to stand up to the rigors of the city and beyond, all day and all night.

WHERE TO BUY

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

ABOUT THE COLLECTION

Cole Haan eyewear is a collection of confident, modernized classics designed for artistic, free spirited individualists who move to their own beat. This city chic collection fuses vintage-inspired silhouettes, interesting textures, and exquisite materials like titanium and rich laminates. The result is an assortment of street-smart accents that move easily from work to play while looking sharp.



OMBRE: This gorgeous gradient technique gives color a fresh, individual direction.

MARC  ECKÖ
C U T & S E W

**FUTURE MINDED
WITH A WINK
TO THE PAST.**



The Marc Ecko Cut & Sew optical collection is an expression of artistic creativity for men who know that authenticity counts.

ABOUT THE BRAND

Launched in 2004, the Marc Ecko Cut and Sew collection is a contemporary menswear line blending classic tailoring with bold graphics and subtle embellishments. 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, blazers, vests, suits, shirts, belts and more, all for the fashion forward man.

WHERE TO BUY

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

The Marc Ecko Cut & Sew optical collection consumer website, marceckoeyewear.com, features Virtual Try On technology, allowing consumers to try on the collection from anywhere! A Where to Buy section drives consumer traffic directly to ECPs selling the brand.

ABOUT THE COLLECTION

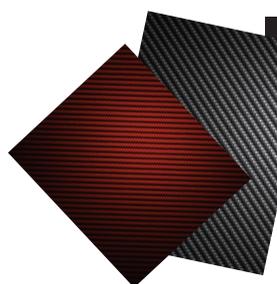
Infusing a bit of himself into each unique style, Marc's eyewear design inspiration stems from his own life experiences – from childhood crushes to favorite pastimes. Each frame is a juxtaposition of retro and modern design, flavored with elements of speed, rugged sportiness and military toughness. Subtle details inspired by turn of the century industrial tools, retro turntables and footlocker hardware are at the core of the Cut & Sew collection. From “geek chic” to rough-and-tumble style, this highly wearable, on trend collection epitomizes the Marc Ecko “guy.” Stealth. Covert. Sexy. Cool.



Hot For Teach



Framed



CARBON FIBER: Bridging the gap between art and technology, carbon fiber adds durability and on trend style.



412



422



754

IZOD



412

SPORTY. YOUTHFUL. AMERICAN.

Known around the world for its sport-inspired design, IZOD offers crisp, clean, All American style. Today, IZOD eyewear puts a new spin on the classics.

ABOUT THE BRAND

Since 1937, the IZOD product line has grown significantly to include suits, shirts, neckties, shoes, outerwear, and luggage. IZOD is the on-course apparel sponsor for PGA Tour pro, Webb Simpson. Webb Simpson is the 2012 U.S. Open tournament champion. IZOD is also the official title sponsor of the IZOD IndyCar Series – the popular motorsports racing circuit that includes the Indianapolis 500.

WHERE TO BUY

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.

ABOUT THE COLLECTION

IZOD Eyes offers casually functional, sport-infused designs accented with pops of vibrant color. Materials include crisp metals like stainless steel and hypoallergenic titanium, as well as fashionable acetate and metal-acetate combinations. IZOD PerformX designs are constructed with memory metal bridges and temples for high performance and uncompromised durability.



423, 420, 426* (Available July)



COLORFUL: From racing stripe accents to temple tips that grip, vibrant color keeps it fresh.



Railier Beach, Tulum Beach, Boardie



COLOR SPLASH

Authentic since 1972, Op is the original California lifestyle brand, the first to successfully translate the surfing lifestyle into a fashion statement! Op celebrates youthful style with a wave of bright color.

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!

ABOUT THE COLLECTION

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

THE BEACH: From bright, colorful surfboards to rippling ocean waves. *Surf's up!*



La Nina





JESSICA MCCLINTOCK
Eyewear Collection



Romantic Beauty

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.



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 multi-million dollar fashion house also offers home furnishings, bath products, and eyewear.

WHERE TO BUY

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

ABOUT THE COLLECTION

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 lovely lace and jewelry add a whisper of nostalgia. Rich, handmade acetates and dazzling metals set this stylish collection in a class by itself.

HEIRLOOM JEWELRY:

Romantic style and delicate, ornamental accents inspired by intricate jewelry.





Everyday Looks for *Everyday Life*

Quality and style, at just the right price.

The ClearVision collection celebrates the lives of Everyday People. Classic and contemporary, the high quality ClearVision collection provides style, reliability and value to the Soccer Dads, Nurses, Teachers & everyone who wears them – perfect for everyday people, in everyday life.

ABOUT THE BRAND

The ClearVision house collection for men and women has a reputation for quality, style and reliability. It's an assortment of contemporary and traditional eyewear styles at value conscious prices. This well-rounded selection of classic to more fashionable frame designs features unexpected details like crystal accents, hi-lo texturing, and contemporary colors. From the 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.



Liam, Rebecca, Dustin

Chloe

junction city®



Fremont, Acadia Park



Rising Stars

The Junction City eyewear collection is designed for young “up and comers” who are ready to show the world that they mean business. At the crossroads of fashion and affordability, Junction City lets today’s rising stars showcase their individuality at prices that work well with their wallet.

ABOUT THE BRAND

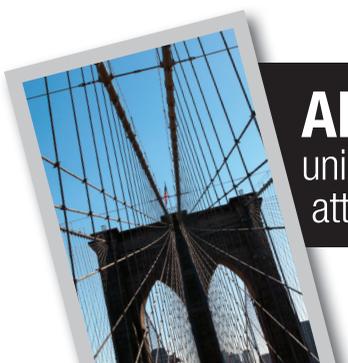
Inspired by the cultural nuances of life in the city, Junction City eyewear’s hip designs appeal to men and women who show their cool side through on-trend, confident eyewear styles. A choice alternative to higher-priced designer brands, this private label collection projects a youthful vibe that’s matched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

ABOUT THE COLLECTION

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 collection. 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! And for men, minimalist, clean looks in earth tone colorations are taken to a new dimension through architectural – to industrial-inspired temple piercings. The result is masculine, professional styling that’s bold, yet lightweight.



San Diego, Richmond, Fremont



ARCHI-TEXTURE Piercings add unique lightness to bold style, with a bit of attitude.

digit.

EYEWEAR
FOR KIDS

Laser, Magnetic, Thermal



Hip. Trendy. Wallet-Friendly.

Digit eyewear is our cool 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 Digit’s modern shapes, bright colors and fun, “cartoony” patterns.

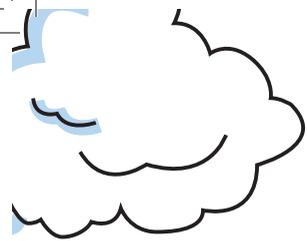


Thermal, Magnetic

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.” So when it comes to eyewear, they want the fresh, hip looks that their friends and siblings (& fave celebs!) are wearing! Modern designs that look a lot like adult eyewear styles, but with fun colors and cool designs that let them be kids. The Digit eyewear collection provides the premium-brand “chic” kids want, at affordable prices parents will love. Digit offers both acetate and stainless steel models, in eye sizes from 44 to 47.



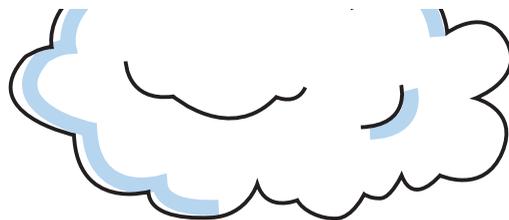


dilli dally

eyewear



Buttercup



Munchkin, Hot Shot

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.

ABOUT THE BRAND

Driven by the needs of our littlest customers, 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.

featuring:

IntelliFlex
HINGE



specialtyfit

collections



Eyewear shouldn't be "one size fits all."

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.



BGBGMAXAZRIA
Rosalia, Rhiannon



Marc Ecko Cut & Sew Peeping Tom
Cole Haan 222



Global Fit.

Available in *BCBGMAXAZRIA, Marc Ecko Cut & Sew*

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

petite fit

Pediatric Fit

Available in *BCBGMAXAZRIA, Ellen Tracy, Jessica McClintock, ClearVision Collection*

Our Petite Fit collection offers fresh, fashion forward frames in many of your favorite brands, so your petite-featured customers 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.



Style 'N Fit

Available in *Ellen Tracy, Jessica McClintock, ClearVision Collection*

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.



XLFIT

Available in *Cole Haan, Marc Ecko Cut & Sew, IZOD, ClearVision Collection*

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.



Pediatric Fit

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.

Stay Connected with ClearVision Optical

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-  Get the picture pinterest.com/clearvision
-  Join our conversation clearnationexchange.com
-  See it, snap it, share it instagram.com/clearvisionoptical

