

ASPIRE

EYEWEAR FOR LIFE

Who Do You ASPIRE to Be?

Aspire Eyewear is a new brand from New York-based optical industry leader **ClearVision Optical**, the global eyewear distributor behind nearly a dozen eyewear brands sold in 40 countries worldwide. This new label showcases a design achievement so masterful that Aspire was chosen for its name. Aspire Eyewear offers a “barely there” fit and feel with eyewear that is lighter, thinner, stronger, and more pliable than anything previously launched for this market. This is because Aspire Eyewear is created with SDN-4, a specially designed nylon material proprietary to the brand. Designed for the manufacture of extremely lightweight eyewear with exceptional thinness, the hypoallergenic SDN-4 material also offers shape memory, is heat resistant, and will not fade in UV exposure. The proprietary material is so lightweight that its nose pads do not leave marks on the wearer, which often occurs with wear of heavier plastic frames. Using customized SDN-4 sheet material, Aspire frames are not injected, but created with Computer Numerical Control (CNC) machinery to produce unique shapes and endless color possibilities.

The Aspire Eyewear frame, on average, is:

- 50 percent lighter than a typical acetate frame
- 50 percent thinner than a typical acetate frame
- 22 percent lighter than a typical titanium frame

This next generation of eyewear was made possible through the innovative use of this material and a highly advanced 3-D printing system that was leveraged in product development. Aspire Eyewear also offers a revolutionary seamless hinge, eliminating the need to replace screws in eyewear. The use of 3-D printing capabilities by the Aspire team literally reduced their prototype lead time from two months to 20 minutes in some cases. This allowed the team to respond to emerging eyewear trends on an immediate basis and experiment with inventive design options.

But the philosophy of aspiring to achieve goes beyond technological capabilities for this brand. The question Aspire Eyewear asks the wearer is: **“Who Do You Aspire To Be?”** Each of the 36 frame fronts and 5 temple designs in the launch collection offer carefully articulated personality-driven designs for both men and women, referencing popular trends, classic motifs, and advanced architectural aesthetics to express 12 different personality types. In fact, the Aspire Eyewear logo is placed subtly inside the frame of each pair of glasses, because the label feels it shares creative responsibility with the wearer. The inspiration is that, together, both the frame and the wearer bond to reflect the special qualities required to “aspire” to transcend in a new generation. The 12 “personalities” created for the Aspire launch collection include the styles:

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| • Memorable | • Expressive | • Powerful |
| • Dedicated | • Creative | • Special |
| • Unique | • Free | • Stylish |
| • Outstanding | • Independent | • Connected |

Aspire Eyewear will be available at specialty optical retail shops in 2015. Suggested retail pricing for the brand ranges from \$249.99-\$289.99. Twelve optical styles are available for launch, as well as three sunglasses styles with flash mirror coating. Each frame is made with the brand’s proprietary SDN-4 and adjustable nose pad system, and adheres to strict ClearVision Optical standards for quality and durability—making it the next generation of eyewear.