



About The Imaginarium

ClearVision Optical is a New York-based global distributor of eyewear that offers its products in more than 40 countries worldwide. Founded in 1949 by Fred and Mimi Friedfeld, ClearVision Optical is a privately held company that continues to operate as a family-owned corporation. Today, Fred and Mimi's sons, David and Peter Friedfeld are building on the power established by those meaningful relationships that have been developed with optical professionals for more than 65 years, with advances in creativity and innovation in product design and development. Rather than putting its development team to work, an important aspect behind the principles driving the company today include putting creativity into "play." And that creative magic all happens in a place they call: The Imaginarium.

In the Imaginarium, it is firmly believed that the most innovative approach to a healthy workspace today is to allow design, technology, and marketing crews to integrate *completely*—easing workflow and allowing for enhanced opportunities for creative collaboration. This means that every idea that comes into being in the Imaginarium is hatched and incubated in the same space until it is ready to fly on its own. And no idea is rejected without being put to the test by the team. Ability to bring product to market with speed has been further escalated in the Imaginarium with the introduction of highly advanced 3-D printing capabilities. At the speed at which creative potential continues to expand in the Imaginarium, this team might soon be able to custom design and produce eyewear frames on demand within hours.

In 2015, ClearVision Optical began the launch of its wholly owned Aspire Eyewear. This label offers a completely new "barely there" fit and feel in eyewear that is lighter, thinner, stronger, and more pliable than any competitor at a price that is affordable—a first 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 collection also features a revolutionary seamless hinge, eliminating the need to replace eyewear screws.

The use of 3-D printing technology in product development for the Aspire Eyewear brand reduced lead times from two months to 20 minutes for the company in some cases. This allowed the company to respond to design trends on an immediate basis. Each of the 36 frame fronts and five temples designs for 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. The Aspire Eyewear logo is placed subtly inside the frame of each pair, 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.