



Contact: Rachel Rodriguez  
[631.787.1745/rrodriguez@cvoptical.com](mailto:631.787.1745/rrodriguez@cvoptical.com)

## ASPIRE: The Next Generation in Eyewear is an Optical Industry Winner

### *Aspire Eyewear Named 2015's Best Frame Brand – New Launch in Annual Awards*

**Hauppauge, NY – January 2016** – [Aspire Eyewear](#) wins the 2015 Best Frame Brand – New Launch in the 7<sup>th</sup> annual [EyeVote Reader's Choice Awards](#). Sponsored by *Vision Monday* and *20/20 Magazine*, the EyeVote awards identify and recognize readers' favorite optical products and companies of the year. Aspire is distributed exclusively by ClearVision Optical.

Incorporating the latest in technology, advanced materials and fashion, Aspire's next gen, fashion forward styles offer a "barely there" fit and feel. Aspire is created with SDN-4 material, a unique, specially designed nylon material proprietary to the brand.

"In a world where so many things are the same, Aspire brought something completely different to the eyewear universe this year, hence, the next generation in eyewear," says Peter Friedfeld, Aspire architect and Vice President of ClearVision Optical. "Aspire was conceived and built using 3D technology, which not only reduces our prototype lead time, but gives our designers flexibility to respond to emerging eyewear trends and experiment with inventive design options.

New coloration techniques are used to create the palette of clear and soft colors in solids, fades, and unique tortoise patterns. A variety of on trend temple styles is available in both lightweight TR-90 and stainless steel, providing opportunities for customization and interchangeability. Stainless steel temple designs range from thin, on trend wires to jewelry-inspired, open designs, while TR-90 temples offer contrasting color and contoured accents.

"Aspire is one of the thinnest, extremely lightweight yet incredibly durable collections available today," says Friedfeld. "With these factors in mind, we like to think of Aspire as the next generation of wearable technology. It gives today's individualized consumers a fashionable eyewear statement that's on trend in every sense."

Optical retailers and eyecare professional readers of *VisionMonday* and *20/20 Magazine* were asked to identify their "favorite" products in 11 distinct categories: optical frames, spectacle lenses, sunglasses, contact lenses, optical equipment and supplies, diagnostic equipment, practice management software, EHR, optical app, online ordering and patient engagement systems. Selected companies were chosen based on both brand and company choices supplied by readers; voters were prompted to type in their votes for each category. Companies/brands were not listed for the voting process. Survey submissions are screened against supplier/manufacture voting.

For more information on Aspire, visit [aspireeyewear.com](http://aspireeyewear.com) or [facebook.com/aspireeyewear](https://facebook.com/aspireeyewear).

#### **About Aspire**

Launched in 2015, **Aspire Eyewear** offers consumers a "barely there" fit and feel. This next generation of eyewear was made possible through the use of proprietary SDN-4 material and advanced 3D printing capabilities. The philosophy behind the branding for this label is based on the question: "What do you Aspire to Be?" This message is carefully articulated in its personality-driven design for both men and women. The brand references popular trends, classic motifs, and advanced architectural aesthetics to express different personality types in its collection.

*About ClearVision Optical*

Founded in 1949, [ClearVision Optical](#) is an award-winning leader in the optical industry, designing and distributing eyewear and sunwear for top brands such as [Aspire Eyewear](#), [BCBGMAXAZRIA](#), [Ellen Tracy](#), [IZOD](#), [Marc Ecko Cut & Sew](#), [Op](#), and [Jessica McClintock](#). ClearVision's house brands include [ClearVision Collection](#), [Junction City](#), [PuriTi](#), [DuraHinge](#), and [Dilli Dalli](#) pediatric eyewear. A privately held company, ClearVision is headquartered in Hauppauge, New York and has more than 250 associates throughout the U.S. ClearVision's collections are distributed throughout North America and 20 countries around the globe.

