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## **CLEARVISION OPTICAL LAUNCHES NEXT GENERATION ASPIRE EYEWEAR BRAND**

**HAUPPAUGE, NY** (February 1, 2015)—This month, ClearVision Optical, global distributor of nearly a dozen eyewear brands sold in 40 countries worldwide, announced the launch of Aspire Eyewear—a new brand that offers a “barely there” fit and feel with optical and sunglasses frames that are lighter, thinner, stronger, and more pliable than anything previously launched in this market. Aspire Eyewear is created with SDN-4, a specially designed nylon material proprietary to the brand. Cutting-edge design for the label was made possible through the use of advanced 3-D printing capabilities—reducing prototype lead time from two months to 40 minutes in some cases, which allows for design responsiveness to eyewear trends in each moment.

“There is a lot of interest these days in wearable technology,” said **Peter Friedfeld**, Executive Vice President, **ClearVision Optical**. “But from a practical standpoint, the core issues related to eyewear for consumers remain design and wearability. Most people wear their glasses every day, all day. And the pair they choose to wear in many ways comes to define their personality. We felt that the average eyewear frame today was bulky and not up to the aesthetic and performance standards of other accessories that consumers use daily. We invested in developing the SDN-4 technology and advanced 3-D printing capabilities so that we could change that and bring a product to market that ‘aspires’ to keep up with today’s consumer. Aspire eyewear is truly wearable technology.”

***New material and technology leads to new design capability:*** 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. 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. Aspire Eyewear also features a proprietary anti-slip nose pad system that does not leave a mark on the wearer, and a revolutionary seamless hinge, eliminating the need to replace screws in eyewear

This philosophy of *aspiring to transcend* is integrated by the label beyond its use of advanced technologies. The question Aspire Eyewear branding asks the eyeglass wearer is: “***Who Do You Aspire To Be?***” That message is carefully articulated in personality-driven product designed for both men and women. The brand referenced popular trends, classic motifs, and advanced architectural aesthetics to appeal to different personality types when designing its initial collection of 12 styles for men and woman as well as three sunglasses styles. Each of the 36 frames and 5 temple designs in the collection are detachable, giving the wearer the opportunity to further personalize their own eyewear. 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 new “personalities” from Aspire include:

**Creative**—Show off the inner art director through a classic silhouette with serious contrast at the temples. Two variations feature fade coloration on the frame. (Available Size: 49/15; Colors: black fade, green fade, red.)

**Dedicated**—This silhouette is committed to style. The frame offers a bold rectangle eye shape. Pierced temples enhance the airiness the frame. Temple tips match frame fronts. (Available Size: 53/17; Colors: blue, brown, wine.)

**Expressive**—Communicates a new classic with an uplifting square eye shape, fade colorations, and tonal temples. (Available Size: 54/16; Colors: eggplant fade, black fade, cocoa fade.)

**Memorable**—This butterfly eye shape makes an unforgettable statement. Stainless steel temples feature an open, pierced design, providing additional lightness to the frame. (Available Size: 51/16; Colors: black, blue, red.)

**Outstanding**—Pops with an oval eye shape and wide outer rim. Its thin, pierced stainless steel temples enhance the crisp coloration and add contrast to its frame front. (Available Size: 53/15; Colors: aqua blue, black eggplant fade.)

**Unique**—Transcends the ordinary with an uplifting, soft square eye shape and beautifully pierced stainless steel temples. Temple tips match frame fronts. (Available Size: 53/16; Colors: blue fade, eggplant fade, nude.)

**Connected**—Hooks the wearer up with a deeper version of this classic eye shape. Tonal temples feature a sleek curve. (Available Size: 53/17; Colors: black matte, brown, crystal matte.)

**Free**—This frame offers a liberating rectangular eye shape in a smaller size and architecturally inspired pierced temples. (Available Size: 52/17; Colors: black, crystal, green fade.)

**Independent**—Offers confident styling for this classic eye shape in colorfully captivating fronts and high-contrast temples constructed of TR-90. (Available Size: 47/18; Colors: brown, crystal matte, green.)

**Powerful**—Features deep curves and a heavy square eye shape in robust trend fade colorations. The wider outer rim transitions to stainless steel temples. (Available Size: 54/16; Colors: black matte, brown fade, grey green fade.)

**Special**—Is an off-beat variation of a vintage rectangle eye shape in classic colors with a modern twist in contrasting TR-90 temples. (Available Size: 52/17; Colors: black, brown, grey.)

**Stylish**—Offers a flattering version of an on-trend square eye shape that’s deep enough to accommodate a progressive lens, and intense ombre frame colorations. Sleek stainless steel temples offer a slight curve. (Available Size: 54/15; Colors: green fade, grey green fade, smoke yellow fade.)

Aspire Eyewear will be available at specialty optical retail shops beginning February 2015. Suggested retail pricing for the brand ranges from \$249.99-\$289.99. Each frame is made with the brand’s proprietary technology and adjustable nose pad system, resulting in lightweight eyewear with a unique aesthetic; the next generation of eyewear.

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#### **About Aspire**

Launched in 2015, **Aspire Eyewear** is a new brand from ClearVision Optical. The brand introduced eyewear frames that are 50 percent lighter and thinner than anything introduced to the eyewear industry before it, offering consumers a “barely there” fit and feel. This next generation frame was made possible through the use of a proprietary SDN-4 technology and advanced 3-D printing capabilities. The philosophy behind the branding for this label is based on the question: “*Who 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](#), [Cole Haan](#), [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, NY, ClearVision’s collections are distributed throughout North America and 40 countries.