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Introducing the Aspire Eyewear Collection

Hauppauge, NY – January 2015 – Introducing the next generation in eyewear: Aspire Eyewear. Incorporating the latest in technology, advanced materials, and fashion, Aspire Eyewear is a colorfully captivating, aspirational collection for today’s men and women. Making its global debut at [100% Optical](#), London, and MIDO 2015, the Aspire brand is distributed exclusively through U.S.-based optical industry leader [ClearVision Optical](#).

Aspire Eyewear was created to provide today’s individualized consumers with the next generation accessory that addresses trends related to both innovative technology and materials. The entire Aspire collection was designed using 3D technology prior to prototype creation, significantly reducing sample development from 20 weeks to 20 minutes. Offering a “barely there” feel and fit, Aspire Eyewear includes features that enhance comfort, wearability and adjustability. It 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 incredibly strong, 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.

“Eyewear is an expression of the wearer in the most visible way, so we created Aspire Eyewear to connect with progressive, “aspirational” men and women who show their individuality through fashion and unique accessories; it allows them to show what they aspire to be,” says Peter Friedfeld, Aspire architect. “Utilizing the latest advances in materials, bespoke design and manufacturing techniques, Aspire eyewear was born—creating the next generation in eyewear. Eyewear that is transformational and transitional, that defines the personality of the wearer, and transcends the ordinary -- and achieves this with an incredible ‘barely there’ weightlessness, comfort and wearability.”

Aspire launches with 12 optical styles available in 3 colors each, including 6 styles for women and 6 styles for men that offer some crossover, feature five architecturally inspired temple designs in both stainless steel and TR-90. Three sun styles in traditional shapes including cat eye, aviator, and navigator, are also available in the launch collection. Models are named according to aspirational adjectives that express consumers’ unique style, or what they may “Aspire to be,” including Special, Stylish, and Independent.

Key features and benefits of Aspire Eyewear:

- Almost 50% lighter than a regular plastic frame (weight = 14 g)
- 22% lighter than a typical titanium frame
- Almost 50% thinner than typical acetate frames (front = 2.25 mm thick)
- 3 colors for each model, including crisp translucents and on trend fades and
- Proprietary adjustable nose pad system
- Screwless hinges

Aspire frames will be available in the market in February 2015 in select optical specialty shops. A suite of merchandising materials will accompany the collection and includes a consumer-facing waiting room video, custom designed brand IDs, counter cards, and display.

To learn more about Aspire, visit www.AspireEyewear.com, or call 1.800.645.3733 to speak to a sales consultant. Follow, Like or Visit Aspire Eyewear on [Facebook](#), [Twitter](#), [YouTube](#), [Pinterest](#) and [Instagram](#).

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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 a proprietary SDN-4 material 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, and has more than 250 associates throughout the U.S. ClearVision’s collections are distributed throughout North America and 20 countries around the globe.