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Aspire Eyewear Introduces its Next Generation of Personality-Driven Styles

Hauppauge, NY – April 2016 – Taking its cue from current wearers and brand followers, Aspire Eyewear continues to transcend the ordinary, giving consumers a greater variety of patterns to showcase what they “Aspire to be.” Launching this May, the latest release of six new styles takes Aspire’s fashion sense to a new level through its proprietary SDN-4 material, personality driven patterns, evolved colors and post modern shapes, designed using ClearVision’s 3D printing technology.

Highlights of this release are the evolved colors and patterns achieved through a unique, proprietary colorization process similar to water transfer printing, or hydrographics, a popular method of applying prints and patterns to 3D objects. Using this colorization process, each frame has its own unique design, in that a slightly different effect of each pattern is achieved on individual frames. The personality driven patterns range from Boho-inspired florals and animal print designs for women, and modern, masculine, suiting inspired designs for men. Several models feature bold interior color for added depth, while some allow for more transparency.

“There is nothing like this available in eyewear today,” says Aspire brand designer Jennifer O’Connor. “Each year, we travel the world looking for inspiration at eyewear shows as well as on the streets as part of our design and research process, and we realized that this style of patterned, lightweight eyewear was missing. This Aspire release brings something unique to the market – a first of its kind in eyewear.”

This innovative colorization process lends to Aspire’s technologically advanced, innovative development techniques. As such, Aspire continues to provide today’s individualized consumers with a next generation accessory that addresses trends related to both innovative technology and inventive materials.

Also featured are several new temple styles, including boldly colorful, wider TR-90 styles as well as ultra thin, stainless steel designs that enhance the frame’s barely there feel. These fashion forward temple designs accentuate the collection’s unique screwless hinge technology, which also features a new, streamlined and easier to use end piece attachment system.

Aspire remains extremely easy for opticians and labs to work with, and easily holds nearly all types of prescriptions.

Women’s styles:

Artistic: This women’s style features a bold butterfly front shape in a selection of graphic, animal print and organic print patterns. Ultra wide TR-90 temples enhance its fashion sense. Available in blue lizard, eggplant, and black graphic.



Poetic: Animal magic: this women's style features a classic, wearable shape in daring animal prints and striking colorations. Complementary colored TR-90 temples balance this intense look. Available in blue tiger, brown leopard and red snake.



Romantic: Isn't it: this women's frame features a delicate profile in beautiful floral, lace and Boho-inspired prints. Refined stainless steel temples complement this frame's feminine features. Available in black leaves, raspberry lace and teal multi.



Men's styles:

Influential: For the sharp dressed man, this men's style features a deep, fashion forward front shape complemented by new, ultra wide TR-90 temples. The largest of the new men's models, Influential boasts modern masculine prints inspired by popular men's suiting patterns. Available in tortoise, merlot graphic check, and olive tortoise.



Real: This contemporary men's model features prints inspired by men's suiting patterns. Slim stainless steel temples showcase the unique screwless hinge technology and streamlined end piece attachment system. Acetate tips provide a pop of color. Available in blue checkered, merlot stripe, and brown herringbone.



Wise: This men's style features a class square shape in masculine yet playful prints, contrasted by bold TR-90 temples. Available in black tortoise, blue plaid, and argyle.



Introduced in March 2015, Aspire Eyewear is one of the most lightweight (22% lighter than typical titanium frames), extremely thin and durable eyewear collections available today. The technologically advanced collection is designed with cutting edge, proprietary SDN-4 material, providing colorful, captivating style with a “barely there” feel while including features that enhance comfort, wearability and adjustability.

Aspire is distributed exclusively through U.S. based optical industry leader [ClearVision Optical](#). 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 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 [Revo](#), [Aspire Eyewear](#), [BCBGMAXAZRIA](#), [Ellen Tracy](#), [IZOD](#), [Marc Ecko Cut & Sew](#), [Op](#), and [Jessica McClintock](#). ClearVision’s house brands include [PuriTi Titanium](#), [DuraHinge](#), [Dilli Dalli](#) pediatric eyewear, [ClearVision Collection](#), and [Junction City](#). 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.