

## HERE COME THE SUNS! CLEARVISION'S TREND-RADIATING 2013 SUN COLLECTION

*Order Now & Save on 2013 Sun Styles!*

**Hauppauge, NY – September 2012** – Eyewear industry leader [ClearVision Optical](#) introduces its 2013 sun collection with on-trend releases from our top brands!

This modern collection features some of today's hottest looks, all trend right for the 2013 sun season and perfect for building a bright and successful sun dispensary. Featuring styles from BCBGMAXAZRIA, Ellen Tracy, Cole Haan, Marc Ecko Cut & Sew, IZOD, and Jessica McClintock, the ClearVision 2013 sun collection shines with something for every consumer.

Designed to expand the on the high-design looks established in our successful 2012 offerings, the 2013 collection brings fresh new styles to each brand. Cole Haan brings contemporary retro shapes and colors inspired by downtown trendsetters, while BCBGMAXAZRIA showcases luxe sophistication inspired by the eclectic style of glamorous fashionistas. For guys, rugged, cool styles inspired by stealth military and hipster city vibes are included in the Marc Ecko Cut and Sew collection.

"Our 2013 sun collection reflects what's hot on the runway as well as in the optical fashion world," says Jennifer Coppel, ClearVision's Manager of Product Design and Development. "Featuring 40 new sun styles for six amazing brands, the collection also includes Specialty Fit sizes for our petite and XL Fit customers. But the true beauty of this release lies in our tireless dedication to creating amazing, on-trend suns, reflective of each brand and its consumer."

A testament that fashion and function come in all shapes and styles, the 2013 collection features sun-inspired trends for six brands:

- **The Extremist** – An American sensibility that re-imagines cult classics, the **Marc Ecko Cut & Sew** sun collection expresses artistic creativity for men who know authenticity counts. Modern contemporary designs with subtle details inspired by craftsmanship, industrial references and pop culture add to the unique styling of these suns. Each is a juxtaposition of on-trend retro and modern designs, flavored with a rugged sportiness and military toughness. The color palette of black, brown and green olive is splashed with pewter and blue carbon, enhancing the "covert" vibe of this sexy, stealth collection.
- **The Trendsetter** – With an extensive celebrity following, the **BCBGMAXAZRIA** sunwear collection offers trendsetting style and some of today's most sought-after designs. A premier fashion brand **BCBGMAXAZRIA** blends European sophistication with American spirit, defining a fashion-forward collection for women with a dynamic, eclectic sense of style. Featuring rich colors, dramatic silhouettes and luminous crystal accents, **BCBGMAXAZRIA** women's suns are the epitome of glamour.
- **The Sophisticate** – The **Ellen Tracy** woman strives for the perfect balance between youthful attitude and grown-up glamour, and the **Ellen Tracy** sun collection accentuates her poise. Modern sophistication with a youthful nod to the past, the **Ellen Tracy** sun collection signifies dramatic yet wearable designs. Beautiful, jewelry-inspired accents and textures enhance the richness of this collection, designed for women living in the moment.

- **The Free Spirit** – Known for its innovative twists on traditional styles, this NYC-based brand takes its inspiration from the streets of New York, offering hip styles that stand up to the rigors of the city and still look good. **Cole Haan** sunwear collection fuses vintage-inspired silhouettes and crystal clear color, resulting in street-smart accents with a confident swagger. Men's suns feature modern retro shapes in crisp metals, while ladies' looks blend rich materials in cool colors with expressive, tomboy-chic profiles.
- **The Linksman** – Known around the world for its sport-inspired design, the iconic **IZOD** brand has a style for every profile and every aspect of life. The complete **IZOD** sun collection of classically sporty suns is crafted to perform along with the man who wears them. **IZOD Eyes** provides sculpted, classic designs enhanced by unexpected pops of vibrant color. For the sports enthusiast, **IZOD PerformX** suns combine a sleek athleticism with high performance, uncompromised durability.
- **The Romantic** – One of the nation's most recognizable women's brands, **Jessica McClintock** is known for using nostalgic Victorian detailing and elegant embellishments that express beauty and grace for women who revel in their femininity. The **Jessica McClintock** sun collection stays true to the brand's roots and loyal following by offering wearable, romantic styling with beautiful detailing. Jewelry-inspired accents and rich colorations set this stylish collection in a class by itself.

**Order Early and SAVE!** Getting in early on ClearVision's 2013 Suns Program provides many benefits including additional discounts of up to 20%, gifts, and free shipping. ClearVision's Suns Program can help customers increase profits, boost their sun business and maintain a loyal following year after year. See all of ClearVision's suns in the [2013 Sunwear Catalog](#) or view it online [here](#). Speak to a ClearVision Sales Consultant to learn more. Special offers are valid through December 31, 2012!

#### *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 [BCBGMAXAZRIA](#), [Cole Haan](#), [Ellen Tracy](#), [IZOD](#), [Marc Ecko Cut & Sew](#), [Ocean Pacific](#), [Jessica McClintock](#) and [Fisher-Price®](#). ClearVision's house brands include [ClearVision Collection](#), [Junction City](#), [Digit](#), and [Dilli Dalli](#). 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. To learn more about ClearVision Optical, visit [www.cvoptical.com](http://www.cvoptical.com) or like us on Facebook [www.facebook.com/clearvisionoptical](http://www.facebook.com/clearvisionoptical) to stay connected to the latest ClearVision news.

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