



For Immediate Release

Contact: Jennifer Fiorenza
ClearVision Optical
P: 631.787.1764
E: jfiorenza@cvoptical.com

CLEARVISION UNVEILS NEW BCBGMAXAZRIA STYLES

New Frames to be launched at Vision Expo East, Booth #2818

Hauppauge, NY – March 2010 – ClearVision Optical, a leader in the eyewear industry, introduces new **BCBGMAXAZRIA** frame designs at Vision Expo East held at New York’s Jacob K. Javits Center March 19-21, 2010, Booth # 2818.

“We are thrilled about the newest additions to the BCBGMAXAZRIA Collection,” says ClearVision’s Manager of Product Design & Development, Jennifer Coppel. “Offering dramatic shapes, exceptional material, striking colors, creative textures and premium construction, they exude high fashion in optical.”

Highlights include:

- **Enzo** – A bold, masculine rounded rectangle metal alloy frame, Enzo features a tooled track detail on both temples and endpieces. It also features a BCBG signature temple tip and a silkscreened logo on both temples. Enzo comes with safety rim lock screws and spring hinges and is offered in Ink and Pewter.
- **Artemis** – Similar to BCBG’s Pegasus, Phoenix and Saturn frames, Artemis is a metal alloy men’s frame with a soft rectangle eye shape and bold end pieces with an engraved lasered line with enamel fill. Its modern look is complemented by signature temple tips and a silkscreened BCBG logo along both temples. Artemis is offered in Brown and Gunmetal.
- **Matteo** – Matteo is a rectangular-shaped metal alloy men’s frame with beveled edge end pieces for a wider head fit. Matteo features acetate temples with a laser line detail and tooled BCBG logo plaque on both temples. It also features signature temple tips, safety rim lock screws and spring hinges. This men’s frame is offered in Brown and Ink.
- **Sergio** – This men’s acetate frame features a soft rectangular shape with metal tread plaque detail on the temples. Similar to Amedeo, Sergio features signature temple tips and tooled BCBG logos. Offered in Black Horn and Brown Horn, Sergio also features spring hinges.
- **Lorenzo** – This all-acetate men’s frame features clean modern lines and a rectangular eye shape. Lorenzo features a BCBG signature shape tip, OBE smooth movement hinge screws

and the BCBG logo laser etched along the left temple. Lorenzo comes in Black Horn and Brown Havana.

- **Velia** – This acetate model for women features a wrapped end piece with a beautifully tooled metal icon logo surrounded by pin dots and filled with enamel color. Velia features a tooled icon logo on both temples, signature temple tips with foil inlays and spring hinges. Velia is offered in three rich colors, Brown Salmon, Eggplant Laminate and Red Laminate.
- **Delfina** – Delfina is a bronze women’s frame with a bowtie eye shape and acetate temples. These temples are enhanced with engraved laser line details at the end piece and feature a signature temple tip with foil inlays. A tooled BCBG logo appears on both temples. Delfina also features spring hinges and safety rim lock screws. It’s offered in Black, Brown and Aubergine.
- **Jolanda** – This metal alloy women’s frame is a soft, rectangle shape with a dramatic metal icon plaque on the acetate combo temples. Jolanda features signature temple tips with foil inlays, a tooled BCBG icon logo along both temples and OBE smooth movement hinge screws.
- **Luciana** – This all-acetate women’s uplifting rectangle frame features a metal end piece with enamel fill. A new addition to our “Petite” line, Luciana offers a bolder look that is proportioned to fit a smaller face. Offered in Black Laminate, Brown Salmon and Tortoise, Luciana comes with signature temple tip shape with foil inlay and spring hinges.
- **Saphira** – Saphira is one of BCBG’s best selling frames and this month the color Navy Horn is added to the collection.

For more information on the BCBGMAXAZRIA Collection, please visit www.cvoptical.com or on Facebook at www.facebook.com/clearvisionoptical

About ClearVision

ClearVision Optical is a leader in the eyewear industry, with an extensive portfolio of distinctive brand names. A privately held company, ClearVision currently designs and markets optical quality frames and sunglasses for BCBGMAXAZRIA, Cole Haan, Ellen Tracy, IZOD, Op, Jessica McClintock and Fisher-Price®, as well as Junction City and several other well known house brands. ClearVision’s collections are distributed throughout the United States and throughout 20 countries internationally. To learn more about ClearVision Optical, visit www.cvoptical.com.

###

ENZO



ARTEMIS



MATTEO



SERGIO



LORENZO



VELIA



DELFINA



JOLANDA



LUCIANA



SAPHIRA

