



For Immediate Release

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CLEARVISION UNVEILS ITS 2010 COLE HAAN COLLECTION

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

Hauppauge, NY – March 2010 – ClearVision Optical, a leader in the eyewear industry, unveils new Cole Haan styles at Vision Expo East held at New York's Jacob K. Javits Center March 19-21, 2010, Booth # 2818.

"We are extremely excited about our newest Cole Haan offerings," says ClearVision's Manager of Product Design & Development, Jennifer Coppel. "Taking a slightly new direction, we are offering the same quality materials and stylish innovation but at a more conservative price point. We are confident this collection will be well-received in the optical world."

Highlights include:

- **CH924** – True to Cole-Haan's reputation for featuring products with intricate artisan details, the 924 features the tooled Cole Haan "Genevieve" weave pattern on both temples, as well as signature temple tips and nose pads. A semi-rimless, metal alloy women's frame with a flattering oval eye shape, it comes with smooth-movement hinge screws and is available in three color choices: Chocolate, Navy and Wine.
- **CH985** – A stainless steel men's frame with sharp rectangular eye shape, the 985 comes with spring hinges and signature nose pads and is available in two masculine colors, Brown and Gunmetal. Most intriguing on the 985 are the metal/acetate temples which features the Cole Haan "CH" weave logo, as well as genuine wood trim.
- **CH986**– A classic acetate frame for the man that is looking to complement his "preppy" style, the 986 features a flattering "keyhole" bridge design and metal signature temple cap trim. Offering timeless appeal, the 986 is available in two time-honored colors: Black Horn and Tortoise.
- **CH992** – Boasting a very contemporary look, the CH992 is an acetate men's frame with a bold rectangular eye shape. This handsome frame's translucent temples feature a visible wire core with a tooled Cole Haan textured weave pattern and comes with spring hinges. The CH992 comes in Black and Havana Brown.

For more information on the Cole Haan 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.

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CH 924



CH 985



CH 986



CH 992

