



For Immediate Release

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## BCBGMAXAZRIA IDOL SUNGLASS FEATURED IN 2010 GRAMMY GIFT BAGS

**Hauppauge, NY – March 2010 – BCBGMAXAZRIA** and its licensee, **ClearVision Optical**, participated in music’s biggest night. The brand’s **Idol** Sunglass was included in coveted gift bags received by A-list celebrities, nominees, presenters and entertainers who attended the Grammy Awards including: Beyonce, The Black Eyed Peas, Lady Gaga, Taylor Swift and Pink, among others.

BCBGMAXAZRIA’s *Idol* features an oversized frame and striking silhouette, accented with the iconic BCBG “butterfly” logo at the temple tips and metal trim décor. Offered in Horn and Caramel Horn, this sunglass pays homage to vintage styles and promises to be a must-have item for 2010.

### About BCBGMAXAZRIAGROUP

BCBGMAXAZRIAGROUP, Inc. designs, develops, produces and markets complete collections of women’s ready-to-wear and accessories, and select categories for men, each known for being at the forefront of creativity, quality and style. The Group is one of the worldwide leaders in ready-to-wear, encompassing a portfolio of 22 brands including BCBGMAXAZRIA, MAX AZRIA and Hervé Léger by Max Azria, among others, and a retail and wholesale network that includes more than 13,500 points of sale throughout the world. For more information, please go to [bcbg.com](http://bcbg.com).

### 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](http://www.cvoptical.com).

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