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LIVE EYEWEAR EXPANDS COCOONS FITOVER SUNGLASS COLLECTION WITH STYLE LINE

New OveRx® Design Meets Demands for Increased Fit Over Capacity Without Sacrificing Aesthetics

San Luis Obispo, California – Live Eyewear announces the much anticipated release of the new Cocoon *STYLE LINE*. The new fitover frame style expands the selection of popular rectangular designs that have proven to be the collections' top sellers. The company will debut the new *STYLE LINE* at the International Vision Exposition in New York, March 15-17th, 2013, Booth 1609.

Kieran Hardy, President of Live Eyewear, states, "The new frame design is based on the elongated rectangle shape of the company's top selling *WIDE LINE* model. The *WIDE LINE* was immediately successful upon its introduction due to its ability to fit over ophthalmic frames that have a wide temple to temple dimension and a narrower frame height. We've received numerous requests for a frame size that maintains the narrow frame height of the *WIDE LINE*, but has a larger internal capacity to fit over even wider Rx frames. We listened to the feedback of our customers and I believe we'll meet their needs with the new *STYLE LINE*. Even though the frame has a larger interior, we kept a fashionable, slim look by softening the edges and incorporating smooth corners in the frame geometry."

The new *STYLE LINE* model expands the range of sizes and shapes offered by the Cocoon collection; giving eyeglass wearers the opportunity to find the perfect fit, that is both comfortable and secure, when selecting their fitover sunwear. As with all Cocoon, the *STYLE LINE* will be available in seven Soft Touch® frame finishes with a choice of gray (standard or photochromic), amber (standard or photochromic), copper, yellow or blue mirror Polaré® polarized lenses.

All Cocoon have a suggested retail price of \$49.95 and include a large, ultra-soft lens cloth, custom neoprene case and a limited lifetime warranty.

Live Eyewear is the world's leading manufacturer of optical quality OveRx® eyewear. The company's renowned sunglass brand, Cocoon, is recognized worldwide and is synonymous with comfort, convenience and quality. Featuring optically correct, scratch resistant lenses, and adjustable Flex2Fit® temples, Cocoon deliver complete eye protection like no other fitover sunglasses. For more information, contact Live Eyewear at (800) 834-2563 or visit the website at www.cocoonseyewear.com.
