



LIVE EYEWEAR

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LIVE EYEWEAR'S VISTANA® SUNGLASSES SHOWCASE ELEGANCE IN FITOVER SUNWEAR

San Luis Obispo, CA - Live Eyewear, a leading manufacturer of polarized fitovers sunglasses, has announced the release of a new subset of the Vistana fitover collection featuring inlaid rhinestone temple adornments. The new models will debut at the International Vision Exposition to be held in New York, March 28-30th, 2014. The "iced" versions will be available in all Vistana frame sizes.

Live Eyewear President, Kieran Hardy, comments, "The Vistana collection has transcended traditional fitover sunglass styling and function by significantly improving the range of vision and aesthetic appeal. By eliminating the need for separate side shields, we introduced a sleeker, more modern look without sacrificing the convenient and effective fitover function that millions of eyeglass wearers have come to appreciate. Vistana is already recognized as the world's most elegant fitover sunglasses, and the newly jeweled models take the collection's luxurious appearance to an entirely new level."



"Our goal with Vistana was to bring a sense of style and fashion to the fitover sunglass category that did not previously exist. The frame designs were sleeker and featured bold, glossy finishes. The overwhelming response to the collection indicated we touched on a segment of the market that was not being addressed. The collection became very popular with women who appreciated the convenience and function afforded by fitover sunwear, but had been hesitant to embrace the category due to limited options in fashionable designs. Over time, through customer feedback, we found that many Vistana fans wanted their frames to express a touch more luxury. The new models are our response to their requests," adds Dave Dean, Live Eyewear Vice President of Marketing.

Approximately 62% of the world's population has some form of vision correction. Patented OveRx® sunglasses and UV absorptive filters designed to fit over prescription frames deliver an optical grade eyewear solution that is convenient, provides superior protection and delivers exceptional performance for the price. The fitovers sunwear category provides an economic alternative for millions of people that require corrective eyewear and do not elect to purchase prescription sunglasses or photochromic lenses that can prove to be expensive and often not as effective as a full wrap fitover sunglass.

Live Eyewear is headquartered in San Luis Obispo, California with sales offices throughout the world. The company's renowned fitover sunglass brand, Cocoon® is recognized worldwide and is synonymous with comfort, convenience and quality. The Cocoon brand features polarized sunglasses, clip-ons and low vision aids specifically designed for those that wear corrective eyewear. For additional information on Live Eyewear's OveRx® collections designed to fit over prescription eyewear, including Vistana® and LightGuard®, contact the company at 800.834.2563 or visit their website at www.liveeyewear.com.

For additional product and company information, visit www.cocoonseyewear.com. Follow Live Eyewear on Facebook at www.facebook.com/liveeyewear for up to date company news, including promotions, events and new product information.
