



FOR IMMEDIATE RELEASE

CONTACT: Live Eyewear Newsroom
Phone: 805.782.5070
Email: news@liveeyewear.com

COCOONS® LAUNCHES NEW RIMLESS CLIP COLLECTION AT VISION EXPO!

Cocoons® To Offer New Rimless Clip-Ons Collection Designed to Instantly Convert Plastic and Rimless Prescription Frames to Polarized Sunwear

San Luis Obispo, CA – Live Eyewear announces the addition of new rimless clip styles to the company's extensive Cocoons Clip-Ons collection. The world renowned brand of optical grade, polarized clip-on sunwear receives 14 new rimless styles for 2012. The company will debut the new Cocoons Rimless Clip-Ons collection at the International Vision Exposition in New York on March 23-25th, 2012.

Dave Dean, Vice President of Marketing, explains, "The extremely lightweight rimless design offers a sleek and stylish look that will be popular with those wishing to effortlessly convert their plastic or rimless prescription frames to polarized sunwear. The low profile, frameless sun lenses feature a spring tension bridge and wider, gapped prongs to allow them to easily attach to plastic and rimless ophthalmic eyewear. Each prong is made from a supple plastic that provides a secure and scratch-free method of attaching the rimless clip to the prescription frame. The result is a sleek look that we know people will be pleased to wear."

Karen Zappia, Executive Vice President, says, "Our rimless clip-ons feature a variety of prong widths to accommodate all eyewear frames ranging from a completely rimless 3-piece mount to the extremely popular plastic frames that can often be difficult to fit with traditional clips. These new additions to the Cocoons Clip-Ons collection further strengthen our position that we are the OverRx destination for discerning eye care professionals who demand exceptional quality, function and value when selecting eyewear to recommend to their patients. The addition of the new Rimless Clip-Ons to the Cocoons collection delivers more options to our authorized retailers and compliments ever changing eyewear trends."

Lens options include both amber and gray polarized Polaré® scratch-resistant lenses and each Cocoons Rimless Clip-On includes a protective case and limited lifetime warranty.

Live Eyewear's headquarters is located on the central coast of California in San Luis Obispo. You can find the company's patented sunwear collections at eye care professionals and better quality sporting goods locations worldwide. Live Eyewear's focus on quality, unsurpassed customer service, and creative innovation has made them a leader in over prescription sunglass and low vision aids category. For further information contact Live Eyewear at 800.834.2563 or visit www.liveeyewear.com.
