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LIVE EYEWEAR UNVEILS COCOONS® TORTOISESHELL

The Cocoons collection receives a fresh new look for summer with the addition of tortoiseshell

San Luis Obispo, CA – Cocoons®, the #1 brand of OveRx® sunwear chosen by eyecare professionals, has been expanded to include a new luxurious soft touch tortoiseshell frame finish in all models.

Kieran Hardy, Live Eyewear President, says, “The Cocoons brand has been acknowledged by eyecare professionals as a brand of quality, dependability and value. The addition of the tortoiseshell frame will reiterate this brand reputation and meet the demands of an expanded consumer base.” Tortoiseshell will be available in all six shapes with the option of gray, amber, copper or yellow Polaré® polarized, scratch resistant lenses.

Cocoons have a manufacturers suggested retail of \$44.95.

Dave Dean, Live Eyewear Vice President of Marketing, comments, “The price point is important because consumers want value for their money. Cocoons offer optically correct polarized lenses that are scratch resistant, eliminating the “disposable” aspect of other fits over sunglass models.”

Cocoons patented frames are based on proven OveRx design principles that ensure a comfortable fit over a wide range of prescription eyewear shapes and sizes, while providing 360° of complete protection from the elements. The new tortoiseshell frame adds an element of luxury that enhances the already value driven product line. Accessories included with every pair are a custom designed neoprene Cocoons case, and Duracloth™.

Live Eyewear is the world’s leading manufacturer of premium OveRx eyewear. The company’s renowned sunglass brand, Cocoons®, is recognized worldwide and is synonymous with comfort, convenience and quality. Featuring optically correct, scratch resistant lenses, and adjustable Flex2Fit® temples, Cocoons deliver complete eye protection like no other over prescription eyewear. In addition to Cocoons, Live Eyewear manufactures a wide range of OveRx eyewear styles including Vistana™, EyeArmor™, Cocoons® Clip-Ons and Live Xtreme®. For more information, contact Live Eyewear at (800) 834-2563 or visit our website at www.liveeyewear.com.
