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LIVE EYEWEAR ADDS WIDE LINE TO THE COCOONS® OveRx® SUNWEAR COLLECTION

New style provides an expanded fit for wide Rx frames while maintaining a sleek, low profile image

San Luis Obispo, California – Live Eyewear announces the much anticipated release of the new Cocoons *WIDE LINE*. The new frame style expands the range of Rx frame sizes the world famous OveRx (over prescription) sunglass collection accommodates. The sleek, yet wide, low profile frame shape was developed to address the increasing popularity of Rx frames that feature wide temple to temple measurements and narrow top to bottom heights.

The new *WIDE LINE* model increases the range of sizes and shapes offered by the Cocoons collection; giving eyeglass wearers the most complete selection of premium polarized sunglasses to choose from when selecting OveRx sun protection. As with all Cocoons models, the *WIDE LINE* will be available in soft touch black, tortoise, and sand frame options. All frame colors are available with a choice of gray, amber, copper or yellow optically correct Polaré™ polarized, scratch resistant lenses.

Karen Zappia, National Sales Manager for Live Eyewear states, “The Cocoons sunwear collection dominates the world optical markets because of the quality and performance. The addition of *WIDE LINE* adds even more to the applicability of the variety of sizes. With so many different prescription frames available, an OveRx sunglass collection must have a wide range of shapes and sizes to accurately meet the demands of the corrected vision consumer.” The *WIDE LINE* adds a sixth size to the popular collection and is expected to become a top selling model. All Cocoons have a suggested retail price of \$44.95.

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 also manufactures the first ever OveRx sunwear collection to eliminate the need for side shields; Vistana™. For more information, contact Live Eyewear at (800) 834-2563 or visit the website at www.liveeyewear.com.
