

PRESS RELEASE

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LIVE EYEWEAR ADDS BLUSH TO COCOONS COLLECTION



San Luis Obispo, CA – Live Eyewear, manufacturer of the world-renowned Cocoon polarized fitover sunwear collection, announces the addition of a dynamic new frame finish to their current catalog. The new frame finish, called Blush, features a soft, translucent pink chassis that gradually transitions to an antique white undercarriage. Available in all eight Cocoon frame styles with Live Eyewear’s scratch-resistant, polarized Polaré® lens systems in both gray and silver mirror tints, Blush marks the most recent expansion of the company’s extensive selection of gloss finishes. Live Eyewear will officially launch the Blush line at this year’s Vision Expo East in New York City from March 22-24 at Booth 2135.

Says Live Eyewear President Kieran Hardy on the launch, “Even though Blush won’t be publicly available until after Vision Expo, it’s already sparked much excitement. We recently unveiled it via social media, and people—those who’ve worn fitovers for years, those who already own two or three pairs of Cocoon, and even those who hadn’t heard of the fitover category before—were eager for more information as well as notification upon the line’s release. It goes to show that the demand for convenient, effective, and comfortable sunwear options for those who choose not to purchase prescription sunwear is very prevalent, and that those consumers are looking for both function and style. Most people know they’re getting top-tier sun protection with Cocoon, so the excitement surrounding Blush’s style is a good sign it’ll be a top seller in our gloss finishes.”

Vice President Karen Zappia adds, “Pink is extremely popular in eyewear right now, and we’re excited to put our spin on it. The classic two-tone design with the antique white brings some subtlety and sophistication that’ll make a great addition to anyone’s fitover collection, and the overwhelmingly positive response thus far has really exceeded our expectations and generated an exciting buzz around the office.”

The Cocoon collection of professional grade fitover sunglasses incorporates an array of patented features developed to deliver a superior fit and 360° of UV Protection®. All Cocoon fitover sunglasses and low vision UV filters include a lifetime warranty on the frames, a one year scratch-resistance warranty on the lenses, a custom neoprene case, and large ultra-absorbent lens cloth.

Live Eyewear is located on the central coast of California in San Luis Obispo. The company’s patented sunwear collections are featured 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 sunglasses and low vision aids. For further information contact Live Eyewear at 800.834.2563 or visit www.cocoonseyewear.com

Please email news@liveeyewear.com to acquire high resolution images of the new Cocoon Blush fitover sunglasses for print reproduction of this press release.