

# UNCOMMON

## ClearVision Launches Uncommon: Attainably Priced Men's Fashion Frames with Detail and Expanded XL Sizing



**HAUPPAUGE, NY – June 26, 2024** – ClearVision Optical is launching a new brand, Uncommon, for men who are confident in their purposeful approach to fashion. The attainably priced collection offers innovative designs, extraordinary attention to detail, and premium materials such as high-grade acetate, titanium, beta titanium, and stainless steel.

### Introducing Uncommon Eyewear

Uncommon is an option for the men who choose the timeless over the temporary and the authentic over the generic, and who thoughtfully curate the various aspects of their

lives. These men are intentional in selecting pieces in their wardrobe and their accessories, and in expressing themselves in understated yet unique ways.

"Our new collection fills a crucial gap in the market by catering to men aged 35 to 55 and beyond who seek fashion-forward eyewear distinct from the athleisure trend," said David Friedfeld, co-owner and president of ClearVision Optical. "We've designed this collection for men who appreciate detailed craftsmanship and are not swayed by brand names, but by details and individuality. We surveyed hundreds of eyecare professionals, and found a desire for larger frame sizes, premium materials, and attainable pricing. All are thoughtfully incorporated into this collection. When a man picks up one of our frames, he'll immediately notice the superior finish, unique colors, and distinct character that make these frames truly Uncommon."

For additional photography [click here](#).

To request an appointment to see the collection [click here](#).



## Innovative Intent Meets Discoverable Details

From the ways neutral colors are made rich and vibrant with premium acetate to the unique designs of the hinges—some created exclusively for this collection—Uncommon took a purposeful approach to the subtle details that make the brand truly one-of-a-kind.

Even where shapes range from thicker modern fashion styles to retro-inspired fronts, the designs are unified in the ways they subtly incorporate elements. Dual Line embellishments, exclusive hinges, engraved Windsor rims, wood grain patterns—all these features and more speak to the thoughtful approach to the collection. One detail is found on every frame: A touch of textured olive color inside the temple tips.



## Larger Fitting Sizes Make Room for Every Fashionable Man

In 2023, ClearVision surveyed eyecare professionals to better understand how men buy eyewear and ensure that the company would serve the needs of both ECPs and their patients with the Uncommon collection. The data carried a strong message: Men want eyewear that fits comfortably and they're having trouble finding it.

Nearly half of the survey respondents said larger sizes are the top need in men's eyewear. Additionally, comfort and fit were rated as the two top factors influencing men's buying decisions.

In addition to the regular XL Fit sizing found across ClearVision's brand portfolio, Uncommon features an expanded XL selection with options up to an eye size of 62, and temple lengths up to 160 mm. This extended range ensures that, for every man looking to depart the ordinary, size isn't a barrier.

## Key Styles in the Uncommon Collection

The Uncommon collection features three design stories—Retro-Inspired, Classic, and Fashion—as well as an expanded size range for XL frames, up to size 62, that borrow from the Classic and Fashion design languages. Across all stories, the eyewear includes discoverable details, innovative components, and premium materials, for a distinct look and hand feel.



## Fashion

This fashion-forward story showcases bold designs and rich color, complemented by premium materials featuring subtle textures; fade, horn, and transparent colorations; and trendy eye shapes. The thick temples and fashionable fronts showcase details such as metal décor and wood grain engraving.



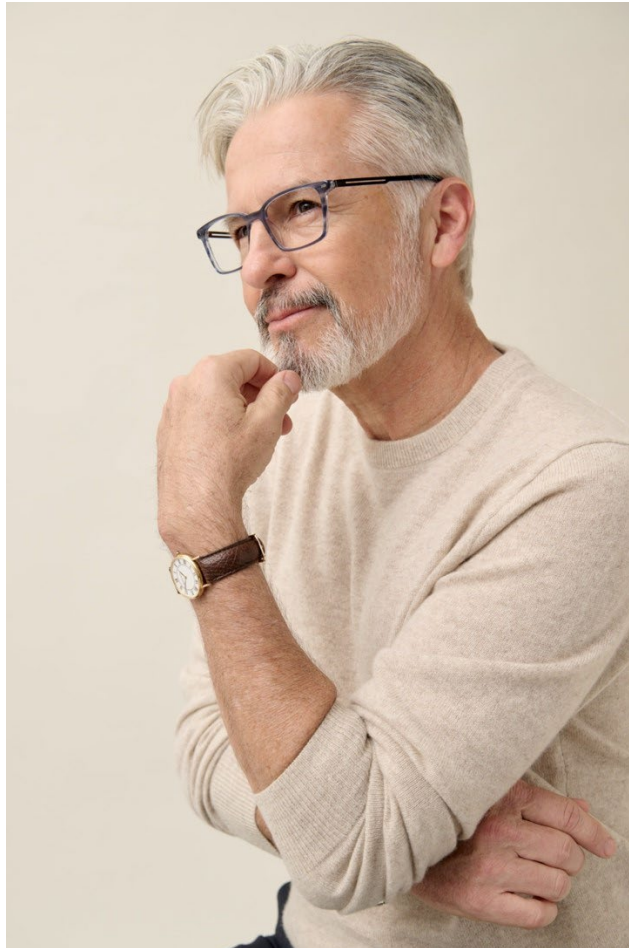
## Mykel

This frame features a browline construction with a square eye shape and adjustable nose pads, combining a Titanium rim wire and a Beta Titanium bridge. It includes unique touches such as split two-color acetate temples, three-dimensional metal décor, and spring hinges. This piece comes in Black Laminate Gold and Brown Tortoise Laminate Black.



## Koby

A piece boasting XL Fit style with a trendy deep square eye shape made from high-grade acetate. The fashionable fronts are complemented by an unusual 3D-printed wood pattern on the front and custom split hinges. The style is available in Brown Horn Black and Black Tortoise Grey.



## Classic

Where classic shapes meet innovative components and thoughtful, understated touches. Unique horn and fade colorations bring subtle richness to these frames, while Windsor rim details, foil color accents, and exclusive hinge designs exemplify the collection's purposeful approach.



### Freddie

Showcasing an acetate square combination design, this frame features flexible stainless steel with understated and exclusive screwless metal open temples boasting a flex hinge feature. The frame comes in Brown Horn Laminate and Blue Horn Laminate.



### Easton

Designed in XL Fit sizing, this frame showcases an acetate square eye shape with a keyhole bridge and adjustable nose pads. Additional features include a metal end piece with exclusive split hinges and a decorative see-through wire core acetate temple design.



## Retro-Inspired

Like the heirlooms the uncommon man collects, these eye shapes have been passed down through generations. Plastic browline, round, and geometric designs, inspired by the past but modernized, complement craftsmanship such as engravings, casted temples, and innovative components.





### Lonnie

Featuring a retro, classic browline construction, this frame showcases a rounded eye shape in stainless steel. It also includes adjustable nose pads, acetate temples, and a custom split hinge design. Colors for this frame include Blonde Demi and Blue Tortoise.



### Shelby

Boasting a round eye shape, this piece is crafted from stainless steel and features acetate rim inserts. It is adorned with distinctive details such as decoratively engraved metal rim wire and a three-dimensional, casted round rope metal combination temple design. It comes in Brown Tortoise Gunmetal and Green Tortoise Gunmetal.



XL

Made for men who need a roomier fit with the sizes they need and the styles they love. These frames feature eye sizes up to 62 and temple lengths up to 160 mm.



### Archer

A super XL Fit style in the Classic story, this frame comes in size 62 with a rectangular eye shape crafted from Beta Titanium. It features a metal end piece, acetate temples with spring hinges, and extra-long 155 mm temples. The frame is available in Black Satin Brown, with the black satin color layered along the browline and extending into the temples, and Blue Satin Gold, with the blue satin color layered along the browline.



### Tobin

Another super XL Fit style in the Fashion story. This size 61 frame features a double-bridge, acetate navigator eye shape with adjustable nose pads. It includes a metal end piece with a distinctive custom split hinge, and extra-long 155 mm acetate temples with an outside see-through decorative wire core design. This style comes in Blue Transparent and Brown Tortoise.

## About Uncommon

Uncommon is eyewear for fashionable men who appreciate thoughtful details and premium materials. It bridges the gap between athleisure and luxury fashion with an attainable, comprehensive collection featuring three design stories and an expanded range of XL Fits. The brand emphasizes innovative components like screwless hinges and custom split hinges, ensuring a unique and sophisticated look for every frame. Designed for men aged 35 to 55 and beyond, Uncommon offers timeless, past-inspired designs with modern functionality. The collection includes 36 styles and 72 SKUs, with a starting wholesale price point of \$74.99.

## About ClearVision Optical

Founded in 1949, ClearVision Optical is a 75-year-old, award-winning leader in the optical industry, designing and distributing eyewear and sunwear for many of today's top brands. A privately held company, ClearVision is headquartered in Hauppauge, New York. It has been recognized as a Best Company to work for in New York state for nine years. It is also the Vision Monday and 20/20 Magazine EyeVote Readers' Choice Award winner for Brand Introduced in 2022 for ILLA. ClearVision's collections are distributed throughout North America and 20 countries round the globe. Licensed and proprietary brands include Revo, ILLA, Uncommon, Adira, Demi + Dash, BCGBGMAXAZRIA, Steve Madden, IZOD, Dilli Dalli, CVO Eyewear, Aspire, ADVANTAGE, and more. Visit [cvoptical.com](http://cvoptical.com) for more information.