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LIVE EYEWEAR UNVEILS COCOONS® SLATE FINISH

The Cocoon collection receives a fresh new look with the addition of slate finish

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

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

Cocoon has a manufacturer's suggested retail of \$44.95.

Dave Dean, Live Eyewear Vice President of Marketing, comments “Cocoon received a complete redesign in 2008 that not only made the already popular OveRx designs more streamlined in appearance, but also featured a number of functional improvements. We permanently fused the adjustable Flex2Fit® temple stems to the main body of the temple to improve durability, and we increased the dimensions of the side lenses to greatly improve the peripheral line of sight. We are excited to present a new Soft Touch® frame color that we are confident will be very well received by the millions of loyal Cocoon fans worldwide.”

Cocoon 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 slate frame adds an element of luxury that enhances the already value driven product line. Accessories included with every pair are a custom designed neoprene Cocoon case, and DuraCloth™.

Live Eyewear is headquartered in San Luis Obispo, California with sales offices throughout the world. The company's renowned OveRx sunglass brand, Cocoon® is recognized worldwide as being synonymous with comfort, convenience and quality. Live Eyewear's focus on innovation in OveRx design resulted in the first ever sunglass collection designed to be worn over prescription eyewear that eliminated the need for independent side shields; Vistana®. For more information, contact Live Eyewear at 800.834.2563 or visit our website at www.liveeyewear.com
