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LIVE EYEWEAR LAUNCHES THE NEW COCOONS SUNWEAR WEBSITE

New Website Design Reiterates the Strength and Quality of the Cocoonseeyewear Brand

San Luis Obispo, CA – Live Eyewear announces the launch of the company's new Cocoonseeyewear website, www.cocoonseeyewear.com, designed to deliver quick and easy access to a compendium of information on Cocoonseeyewear Sunglasses, Clip-Ons and Flip-Ups sunwear collections via the worldwide web. The Cocoonseeyewear website has an intuitive new design layout that is easy to navigate by both new comers and dedicated followers of the brand.

Visitors to the website are introduced to the Cocoonseeyewear OveRx concept of quality, innovative design, and superior customer service. The site provides links to Cocoonseeyewear product pages, sizing guides, product images/specifications, lens information, press releases, FAQs, and electronic warranty registration. After determining which Cocoonseeyewear product is ideal for them, visitors can use the online store locator to find the nearest authorized Live Eyewear specialty retailer, or for instant gratification, convenient links to select Live Eyewear online partners are provided.

Live Eyewear's VP of Marketing, Dave Dean, comments, "The new Cocoonseeyewear website is extremely user friendly, and allows consumers, retailers and the media to fully understand the functionality and quality of the Cocoonseeyewear sunwear collection. By including the Cocoonseeyewear Sunglasses, Clip-Ons and Flip-Ups on the same website, it allows our visitors to understand how each product line is unique, yet fits into the Cocoonseeyewear OveRx collection. With approximately 62% of the population requiring corrective eyewear, our key to success has been to not only deliver superior quality and innovation, but also a variety of options to meet the needs of our many end users."

For retailers, the exclusive dealer login provides access to download high resolution product images, lifestyle photos, logos, and important Live Eyewear information that can assist each dealer in developing their own personalized marketing campaigns to maximize their OveRx sunwear sales potential. All authorized retailers with an online Live Eyewear account can utilize the online speed order form to quickly place their orders safely and conveniently.

Cocoonseeyewear sunglasses, Clip-Ons and Flip-Ups are specifically designed to be worn over prescription eyewear. The Cocoonseeyewear OveRx collection features Polaré lenses that deliver 100% polarization and maximum protection from damaging UVA&B light, while eliminating harsh glare. Polaré lenses exceed the Class 1 requirements of the European Standard for optical clarity and performance, and meet strict ANSI Z80.3 eyewear regulations for impact resistance, durability, and scratch resistance. All Cocoonseeyewear sunwear products include a custom case, one year scratch resistant lens warranty and a limited lifetime warranty on the frames. For additional details, contact Live Eyewear at 800.834.2563 or www.cocoonseeyewear.com.
