

Experience ClearVision

corporate overview

ourmission ourvision ourresponsibility ourbusiness ourvalues



CLEARVISION[®]
optical company

425 rabro drive suite 2 | hauppauge, ny 11788 | 800.645.3733 | cvoptical.com

theCVOoverview

ClearVision Optical is a family-owned business founded in 1949 on the basic principles of Respect, Integrity, Compassion, Performance, Service and Creativity. Today, we are a market leader in the optical industry while still maintaining our strong family roots.

Our brand portfolio includes a dazzling array of fashion and lifestyle brands, including BCBGMAXAZRIA, Ellen Tracy, Steve Madden, IZOD, IZOD PerformX, Op and Jessica McClintock. Our technology driven collections include Aspire, Revo and BluTech. Our house collections include the CVO Eyewear and our pediatric collection, Dilli Dalli eyewear. For hard-to-fit customers, ClearVision features five Specialty Fit Collections, offering popular styles from top brand names that deliver great looks and a perfect fit now including kids styles.

We are renowned for our unique “values-based” management style and are recognized as a market leader in customer service, brand marketing, product development, distribution, innovation and professionalism.

The CV Way represents the core ideology and personal philosophy of our founders, the Friedfeld family. For more than 68 years, our simple business point of view remains: treat others as you wish to be treated. We have also determined that a more open management system is preferred to centralized decision making. Our competitive advantage comes from the utilization of the ideas from every employee, associate, vendor and customer. Embracing the CV Way calls for everyone to work together in unison towards a common goal of business success, profit and continuity.

ourmission

To grow and develop our business and culture with the express goal of making a meaningful, positive impact on the lives of our customers, employees, business associates and our community.

ourvision

To become a model company of business excellence in our marketplace and local community, and to set an example for our children.

ourresponsibility

To make each day better for someone else.

ourbusiness

To design, produce and distribute premium eyewear and sunwear products to eyecare professionals worldwide.

ourvalues

To treat everyone with Respect, Fairness and Dignity in every daily opportunity.

ourbrands

Aspire Incorporating the latest in technology, advanced materials, and fashion, Aspire Eyewear provides colorful, captivating style and durability with a “barely-there” feel, while including features that enhance comfort, wearability and adjustability.

BCBGMAXAZRIA Designed to portray the effortless sophistication and undeniable allure of a woman who lives by her own rules. BCBGMAXAZRIA eyewear for women accentuates the style of the confident, poised, and professional woman.

BluTech BluTech lenses offer the only solution on the market that mirrors the natural protection found in the eye, providing the most complete defense against glare, eyestrain and sleep-cycle disruption.

BluTech Eyewear is ready-to-wear for those who use reading glasses or those without prescription eyewear.

CVO Eyewear A reimagined collection built on a 50 year brand heritage with three distinct sub brands - Classic, Tech, and Next. CVO Eyewear offers value and style for all patients.

Dilli Dalli Created to meet the needs of parents, their little ones, and eyecare professionals, the Dilli Dalli pediatric eyewear collection offers unsurpassed durability, comfort, and adorable style. Now available with style options for kids 6-12 years.

Ellen Tracy Striking a balance between youthful attitude and grown up glamour, Ellen Tracy eyewear offers superior workmanship, classic shapes and exquisite fitting details.

IZOD With fun, colorful, and confident designs, IZOD offers fresh American designs with a clean, youthful aesthetic, innovative performance features, and their signature weekend state of mind.

Jessica McClintock One of the nation’s most recognizable women’s brands, Jessica McClintock eyewear offers romantic styling and elegant embellishments for women who revel in their femininity.

Op The original California lifestyle brand, Op celebrates youthful style through its cool shapes and styles, splashed with a wave of bright color.

Revo Revo continues to build on its rich tradition of technology and innovation by offering the clearest and most advanced high-contrast polarized sunglasses available. Blending sleek design, a tailored fit, and legendary lens protection, Revo still sets itself apart with the best lens on Earth.

Steve Madden Designed to appeal to Millennials, the eyewear is trendy, edgy and fashion-forward—yet remains playful.

specialtyfitcollections

Eyewear shouldn’t be “one size fits all.” That’s why we offer Specialty Fit collections for just about every unique fitting need. Featuring 5 different fits for some of today’s most popular brands, it’s the largest selection of specialty fits available from one company.

Global Fit: Adjustable, fashionable styles for individuals with a narrow or lower nose bridge and flatter facial structure.

Petite Fit: Popular styles customers love, designed for petite faces with narrower PDs.

Style ’n Fit: Perfectly proportioned, contemporary styles for women whose facial features require a slightly larger frame.

XLFIT: Style and durability in perfect fit, for men whose facial features require a larger frame.

Pediatric Fit: Unsurpassed durability, a comfortable fit and adorable style for little ones newborn to 5 years old. Larger styles available to accommodate children with special fitting needs through age 12.

recent honors and awards

20/20 Vision Monday EyeVote

Steve Madden – Favorite Frame Brand Introduced in 2017

Aspire Eyewear – Best Frame Brand, 2015

Marc Ecko Cut & Sew – Best New Launch, 2011

Best Companies to Work for in New York

2015, 2016, 2017, 2018

People's Choice Stevie® Awards

People's Choice for Favorite Customer Service Finalist, 2016

American Heart Association

Gold Fit-Friendly Workplace, 2014

Ragan's Employee Communications Award

Finalist for Employee Engagement, 2013

MarCom Awards

Dilli Dalli Eyewear – Product Launch Gold Award, 2012

NY Enterprise Report Small Business

Best Healthy Workplace of the Year, 2011

Vision Care Product News

Top 10 Products of the Decade: BCBG Eyewear, 2010

Dowling College Internship Program

Employer of the Semester, 2010

Long Island Business News

Health Care Heroes – Healthy Workplace, 2010

NY Enterprise Report

Small Business: Best Practice – Customer Service, 2010

Jobson ViewPoint

Consistently ranked as one of the top 5 suppliers in the U.S.

Who's Your Gladys?

Prominent in this best-selling customer service book

HOW INHOWSE Design Awards

Marc Ecko Cut & Sew Cleaning Cloths – Merit Winner, Consumer Products/Services, 2013

ClearVision 2010 Eco Tote Bag – Merit Winner, B-to-B & Industrial Products, 2012

Print Magazine 2012 Regional Design Annual

ClearVision 2011 Eco Tote Bag

CONNECT WITH US!



@CVOptical



facebook.com/ClearVisionOptical



@CVOptical



youtube.com/ClearVisionOptical

CLEARVISION[®]
optical company

425 rabro drive suite 2 | hauppauge, ny 11788 | 800.645.3733 | cvoptical.com