



VUARNET OPTICAL

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FOR IMMEDIATE RELEASE

VUARNET HAS SOME NEW POINTS OF VUE

Verge

Groove

LOS ANGELES, CA – Orlux Distribution, the U.S. distributor of Vuarnet Eyewear launches two new frames from its Vues Collection, the Verge and the Groove.

The Verge from Vuarnet is a celebrated new wire frame that embodies the omnipresence of cool. This product features an optical-quality frame made of nickel alloy and silver, available in three metal finishes including Matte Gold, Gun Metal, and Silver.

The lenses for the Verge feature a nine base curve and are available in Vuarnet's superior quality lenses: the PX2000, PX3000 and PX3000 Flash Silver. The Verge

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is a combination of stylized detailing and high performance lens options making it a perfect merge of fashion and function. Suggested retail price for the Verge ranges from \$175.00-\$185.00.

Just in time for Summer, Vuarnet introduces the Groove, a high fashion optical frame with a futuristic look and feel. The Groove stands on its own with handcrafted metal styling that is fortified with corrosion resistance and strength. These frames have a stylish oval shape with streamlined features.

The Groove is the ultimate urban accessory and is available in a classical brushed silver with a PX3000, true color lens. The PX3000 lens is the highest UV protection available with distortion-free optics and anti-glare coatings. The suggested retail price for the Groove is \$170.00.

The Vues Collection consists of 14 metal styles that range from small oval and square shapes to 9 base oval and square wraps. Vues feature evolutionary styling with an industrial influence and are available with prescription lenses.

Known as the originator of sport specific eyewear, Vuarnet has remained on the cutting edge of lens technology by pioneering performance optics for use in a variety of sport and lifestyle activities. All Vuarnet sunglasses are made from the finest optical quality mineral glass for the highest clarity -- ground and polished on both sides to ensure distortion-free vision, and heat tempered for scratch resistance. Vuarnet lenses provide 100% UV protection at any intensity and exceed worldwide standards.

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