



# ClearVision Optical Celebrates 75th Anniversary



**HAUPPAUGE, NY — January 15, 2024** — ClearVision Optical, a second-generation family-owned, independent leader in the eyewear industry, is celebrating its 75th anniversary in 2024.

“ClearVision Optical is deeply grateful for the unwavering support of its customers and community over the past 75 years. This year will be a special thank you to them.” said David and Peter Friedfeld, co-owners of ClearVision Optical and president and vice-president, respectively. “As the company looks to the future, it remains committed to the core values of innovation, quality, performance, respect, integrity, fun, and service our father instilled when he founded ClearVision.”

It’s the company’s written responsibility to make each day better for someone else. That goal is the inspiration behind ClearVision’s tagline to kick off the next 75 years: “We go the extra smile.”

The responsibility to make each day better for someone else has always been ingrained in ClearVision’s culture. It’s exemplified by a line in a poem that hung in the Friedfeld family home when David and Peter were children: “A smile is something nice to see.”

“It has always been our goal to provide the best experience in the industry. It is our job to make the customer smile.” said David. “If, after interacting at every touch point and that experience is positive, the customer walks away smiling, that is what we are trying to achieve.”

In 2024, going the extra smile will mean a year of celebration hosted by ClearVision. One way the company will do this is by telling stories of its history, its values, and its future in special ways this year, providing a unique way to learn more about ClearVision, its one-of-a-kind culture, and its place in the industry.

You can [click here to wish ClearVision a Happy Anniversary](#) and share a picture (if you have one!

To thank its customers for their support since the company's founding in 1949, it's planning a year-long celebration with giveaways, contests, special promotions, games, and more throughout the year. That includes Tuesday Trivia, where we'll put the eyecare community's ClearVision knowledge to the test for the chance to win a \$75 prize every Tuesday of the year on our Instagram and Facebook!

For more information about ClearVision Optical's 75th anniversary celebrations, follow ClearVision Optical on social media.

Facebook: @ClearVisionOptical

Instagram: @cvoptical

## About ClearVision Optical

Founded in 1949, ClearVision Optical is celebrating 75 years as an 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. ClearVision's collections are distributed throughout North America and 20 countries round the globe. Licensed and proprietary brands include Revo, ILLA, Adira, Demi + Dash, BCGBGMAXAZRIA, Steve Madden, IZOD, Dilli Dalli, CVO Eyewear, Aspire, ADVANTAGE, and more. Visit [cvoptical.com](http://cvoptical.com) for more information.