

LIVE EYEWEAR OPENS EUROPEAN HEADQUARTERS

European eyecare professionals now have direct access to Cocoons Fitovers



Surhuisterveen, NL - Live Eyewear, the California based manufacturer of the Cocoons brand of fitover sunglasses and low vision aids, has announced the opening of the company's new European headquarters in picturesque Surhuisterveen, Netherlands. With the opening of the new facility, the entire Cocoons collection is now available to eyecare professionals throughout the European Union, directly from the manufacturer.

Gail Bunting, Director of Live Eyewear B.V., states "We are very excited to bring the full breadth of the Cocoons collection of fitover sunglasses and low vision aids to the European optical market. Our new European headquarters is an important next step in the brand's journey. To amplify brand awareness and support our growing network of European authorised dealers, we plan to launch an intensive social media campaign in 2023 that will focus on driving new customers to our Cocoons retailers via an online patient referral service. I encourage all eyecare professionals who are interested in offering a 'professional-grade' fitover sunglass to contact us. We look forward to serving you."

To increase brand awareness and drive new customers to the company's European authorised retailers, Live Eyewear plans to conduct extensive advertising campaigns and social media outreach via multiple media platforms. The company will be launching various regional websites throughout the European Union to provide localised product information and content while also sending interested consumers to local authorised Cocoons retailers via online store locators.

Bunting adds, "Cocoons have an extremely loyal following in other parts of the world. We plan on building a network of authorised Cocoons retailers throughout the European Union to make our world class sunwear solution easily accessible to the majority of European citizens who wear ophthalmic eyewear."

Interested European eyewear retailers can apply to stock the Cocoons brand at www.cocoons.nl/apply or contact Live Eyewear B.V. directly at inquiries@cocoons.nl for additional information.

About Live Eyewear

For over 20 years, Live Eyewear has manufactured and distributed Cocoons, a patented collection of sunglasses designed to be worn over prescription eyewear. The Cocoons brand has been at the forefront of fitover sunglass innovation, delivering a wide range of features and benefits not found in imitations. Recognized as the market leader by thousands of eyecare professionals across the globe, Cocoons offer professional grade sun protection to people who wear corrective eyewear. The brand is made available to consumers almost exclusively by ophthalmologists, optometrists, and opticians. All Cocoons include a proprietary carrying case, lens cleaning cloth and a manufacturer's lifetime warranty. For additional information and to view the entire Cocoons collection of fitover sunglasses and low vision aids, visit the company's website at www.cocoons.nl