

GVS

GENERAL™
VISION
SERVICES

trend report

*The latest in
eyewear and
fashion — all
in one place.*

2017



**MATERIALS,
SHAPES, &
COLORS —
We have it all.**



the
**BEST
LOOKS**
this year



Find the perfect
STYLE
with our
**GVS
DESIGNER
COLLECTION!**

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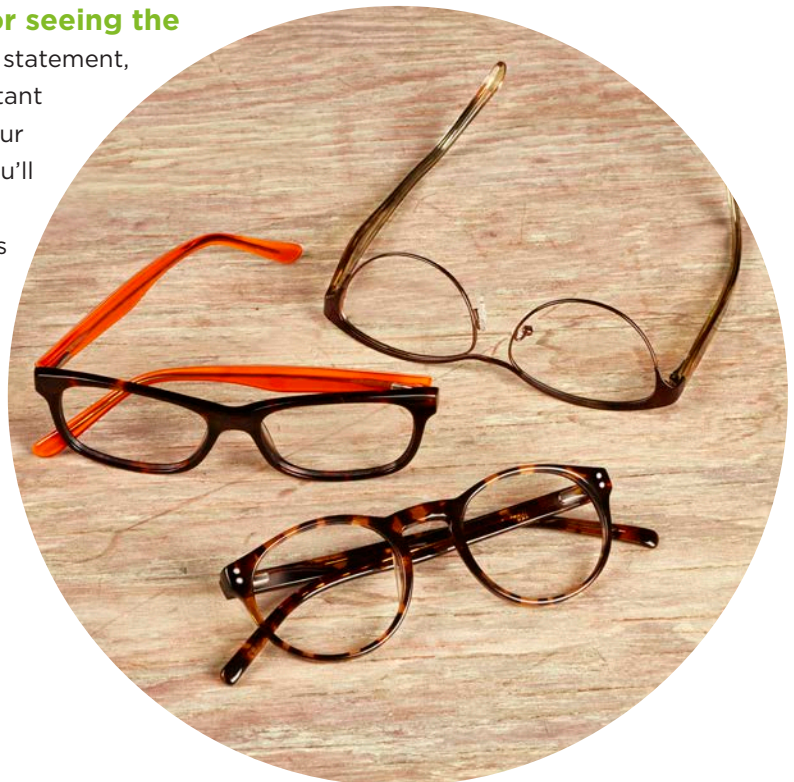
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get ready to find your look...

Eyewear doesn't have to just be for seeing the world around you:

it can be a fashion statement, or a you statement! It can be just as important to your look as your shoes, your bag, or your hairstyle. Here in the GVS Trend Report, you'll find a wide array of current styles and fashions for your eyes, and all sorts of ways to accessorize. Not sure where to start? No worries, we've got you covered.



CLASSIC WITH CHARACTER

A blast from the past for the retro-inclined lady. No it's not quite librarian chic, but if you're looking for stylish frames to sport then cat eyes may be for you. A top choice for women looking for a throwback to the '50s aesthetic, this style gives a natural lift to your face and can be enjoyed with dresses and heels — kitty companion optional.

Perfectly paired with:



Pearls — real or costume, you do you!



Heels — take your style in stride



Retro dress — why not match your ribbon to your frames?

cat eye



- Sleek and slender
- A happy medium of round and rectangular
- Thick or thin frames

ECLECTIC AND STYLISH



Leather cross-body bag — for all your essentials; phone, wallet, maybe a good book

A variety of goods:



Canvas shoes — weekend comfort comes first



Felt hat — sophisticated and practical, matching a range of looks

Looking for something sturdy but stylish?

Can't decide between sleek metal and colorful plastic for your frames? Why not both? Sometimes style and function takes teamwork, and the results are frames that use a mix of materials to stand out — or blend in: up to you!



- Combos of metal, plastic, matte, and shiny
- Fit for any shape or style
- Mix and match

combo materials

SLEEK LOOKS FOR HIM

Something subtle that makes a statement. These frames come together in a slick, modern blend for a simple but professional approach. Whether it's a day at the office or a night on the town, these versatile frames compliment a variety of styles for today's gentleman.

A man's best friends:



Classic necktie — for something a bit more formal



Shoes — juxtapose your gunmetal frame with a splash of color



Silver-toned watch — tell time the classic way

stylish men



- For professional and casual looks
- Fits a wide range of fashions
- A variety of tones that match any outfit

trendy temples

PATTERNS AND EMBELLISHMENTS

Want to add an extra dimension to your eyewear? Think of your temples as a canvas and any which way goes. Looking for bold and flashy? Pick a print or a pattern — or both! — that matches your fashion and personality. Looking for subtle but different? Go for a texture so you can feel the style.



- Wide variety of details and embellishments
- Expand your look with both colors and textures
- Switch it up

More patterns and bling:

Colorful scarf — be free to mix and match your patterns and colors

Flashy necklace — be bold and add more dazzle to your wardrobe



Flats — take a walk on the wild side with animal prints

SUBTLE AND HIP

A retro classic, this simple but distinguishable shape lends itself to a wide variety of frames and styles. Go large with dark rims for the perfect blend of subtle but bold, or something smaller for a more pointed look. Feeling particularly daring? Round frames are all the better for making flashy colors even more striking.

- Frames of all sizes
- Bright or subtle: choose your boldness
- Simple and practical



round specs

Your perfect accents:



Bold bracelet for her — pick up that tortoise pattern in a beautiful round cuff



Bow tie for him or her — don't be afraid to own that "geek chic" look

Classic crisp white shirt — a simple fashion canvas that lets your frames do the talking

FADE INTO COLOR



Patterned boots — a ripple of color for a more vivid touch



Black hat — whichever way your frames fade, this tops things right off



Mix and match:

Gold necklace — a pretty accent piece that will make you shine

Shades: they're not just for lenses, they're a trend with staying power. From black to white to red to purple and everything in-between, ombré's got you covered. Pick a favorite color and show off its every hue, or do the classic fade-to-black.



- A wide range of colors
- Style that's here to stay
- The modern alternative to solids and prints

ombré

CONTEMPORARY ANGLES

Sometimes it's hip to be square, and square is everywhere. Unisex and uni-style, rectangular frames are always a great fit that go with just about anything. Pick a look, any look: any color, any material, any pattern, you can make it work for a statement that says "I'm In."



Black leather gloves — the all-purpose "cool" accessory

Streamline your style:



Elegant bag — takes you through the day with all the essentials at your fingertips



Denim dress — it's not just for casual Fridays

rectangles

- The classic look
- Available in all different materials
- Incredibly versatile



kids

**Who says grownups get
to have all the cool stuff?**

Fashionable frames are available for kids of all ages, from the classroom to the playground. These frames are extra durable for a range of high activity levels, so you won't have to worry so much about something breaking during a rough round of soccer practice.



- Quiet or flashy, for any type of kid
- Basic looks and favorite themes
- For all ages

**Play up
your look:**

*Kicks with a twist —
take your sneakers
to the next level*



*Hair clips — create
colorful hair accents and
play off your frames at
the same time*



*Traditional baseball
cap — a classic look
for fashion and sport*



POPULAR WOMEN'S FRAMES

HIGHLIGHTS FROM OUR EVER-EXPANDING DESIGNER COLLECTION



- An elegant combination of subtle color with metal accents
- Solid temples with logo for extra detail
- Perfect for the stylish professional



- Sporty blend of bright and dark color for a striking look
- Sturdy design for women on the go
- Fun patterns across the temples for an expressive and unique style



- Be perennial with bold animal print temples
- A distinctive mix of solid colors with patterns
- Goes well with your fluffiest winter coat



- A blend of earth tones for a cool, autumnal look
- Metallic hinges accent the temples for extra glimmer
- Sleek and smooth plastic material to last you all year 'round



- Smokey dark colors with a hidden pop of light
- A daring combo look for color and contrast
- Classic rectangular frames that never go out of style

POPULAR WOMEN'S FRAMES

HIGHLIGHTS FROM OUR EVER-EXPANDING DESIGNER COLLECTION



- A warm tortoise pattern, adaptable for many styles
- A blend of classic frames and trendy colors
- Lighter accents make for a striking look



- Unique metal temples with a style and pattern you won't see every day
- An innovative take on the semi-rimless frame
- Intricate metalwork for a "bejeweled" look



- Smokey ombré pattern for a contemporary casual look
- Designer signature on the temples
- Show off your hues with a modern dark-to-light fade



- Subtle but stylish animal print
- Wide cat's eye frame to match
- Fits with professional or casual for office or home



- Metal and plastic combo temples for multiple shades of sheen
- Dark frames with polished metal accents
- Built for style and function

POPULAR MEN'S FRAMES

HIGHLIGHTS FROM OUR EVER-EXPANDING DESIGNER COLLECTION



- Cool dark with hot colorful accents for a sportier look
 - Minimalist thin frame for an additional professional edge
 - Rectangular frames with extra height
-



- Subtle blend of black and dark metal
 - Metallic designer logo on the temple
 - Sleek and modern for today's professional
-



- Solid and sturdy round frames
 - Iconic black color for a goes-with-everything look
 - Classic, professional, and great for everyday
-



- Earth tone ombré frames
 - Striking quick-fade from light rims to dark temples
 - Distinctive colors with classic shape
-



- The always on-point Clubmaster style
- Popular dark tortoise pattern with a warm splash of color
- Uniquely accented with a metal bridge

POPULAR MEN'S FRAMES

HIGHLIGHTS FROM OUR EVER-EXPANDING DESIGNER COLLECTION

Introducing our NEW Extra Large Men's Collection



- Simple variation on classic rectangular frames
 - Big and sturdy for the serious professional
 - Tortoise pattern with dark and vivid color
-



- Sleek, subtle, and modern
 - Semi-rimless and large for a comfortable fit
 - A blend of smoky colors that's easy on the eyes
-



- Sturdy and slim frames to blend in
 - A larger size that fits you
 - Light tortoise pattern with stylish metal accents
-



- A streamlined no-frills and stylishly angular look
 - A modern touch with just the right fit
 - Semi-rimless frames for classy subtlety
-



- Timeless elegance with thin minimalist frames
- Subtle metal accents on the temples with a highlight of color on the temple tip
- Rectangular large frames with lots of comfort

about us

GVS CAPABILITIES

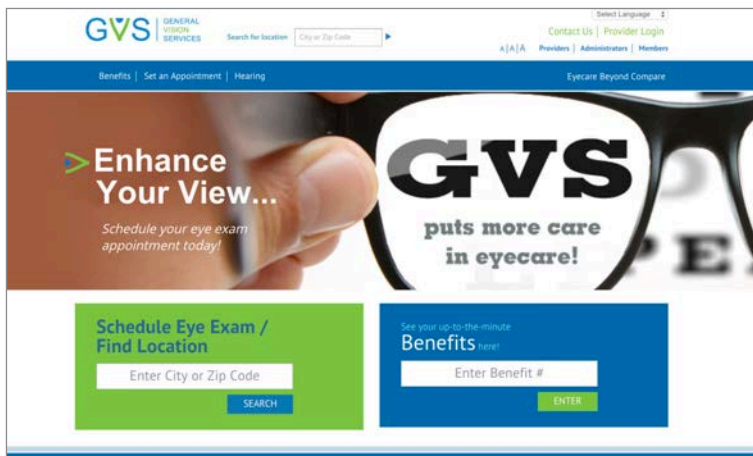
Our New York based company provides best-in-class benefits to the tri-state area for over 50 years.

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GVS is a leading vision company dedicated to America's unions and we are proud of our office staff employees, members of Local 153 OPEIU.

look good and spend less with our DESIGNER COLLECTION

- Choose from over 200 designer frames offering a high level of quality, style, and fit
- Contemporary and uniform selection
- Hundreds of provider locations
- Frames covered in full or offered at significantly lower prices



The GVS collection is made up of well-known designer names for customers of any age and style. We are constantly updating it to include the latest trends and most popular looks.

If you are paying hundreds of dollars for your eyeglasses, what good is your vision insurance?

GVS PLAN	TRANSACTION DETAILS	AVERAGE RETAIL COST
INCLUDED	Eye Examination	\$60
INCLUDED	GVS Designer Collection Retail ¹	\$200
INCLUDED	Standard Progressive Lenses	\$195
\$30	Polycarbonate Lenses	\$129
INCLUDED	Cosmetic or Sunglass Tint	\$25
\$38	Anti-Reflective Coating	\$104
\$68 member cost with GVS benefit	DISCOVER THE GVS VALUE!	\$713 retail cost without GVS benefit

¹Based on the \$150 GVS Plan Design

philanthropy

GVS & YOU GIVE BACK



SEE WELL, DO GOOD™

GVS is committed to helping the world see clearly. When you take advantage of your GVS vision benefits, we'll donate a pair of glasses to someone in need.



Schedule an Appointment



Use Your GVS Benefit



GVS Donates Glasses

GVS is proud to partner with RestoringVision in a world-wide effort to bring clear vision to people in need. Currently 2.5 billion people suffer from uncorrected vision impairment and 544 million of them have limited access

to eyewear. Glasses can be life-changers in developing nations. Studies have shown that vision correction leads to a 35% increase in productivity and a 20% increase in wages, leading to a greatly improved quality-of-life.

Just by making an appointment and using your GVS benefit, you can make a difference.

**To find out more, call 800.VISION.1
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