

D A V I S V I S I O N

# LOOKBOOK



DAVIS VISION  
EYECARE REFRAMED<sup>SM</sup>

*spring/summer* 2015





# *transparency*

By leading with transparency, we are helping to change the vision care industry and provide education on long-standing industry mark ups. Our unique and integrated supply chain model significantly reduces your out-of-pocket cost.

# *accessibility*

Seeing well shouldn't be a privilege, it's a quality of life improvement everyone should have access to. We pride ourselves on providing accessibility to affordable pricing, uncompromised style, and unmatched value in eyewear.

# *simplicity*

Your vision benefits should be simple to understand and even simpler to use. For our members, we are constantly evolving to provide a leading vision care solution you can have confidence in.

That's Davis Vision. This is Eye Care reframed.

**DAVIS VISION**  
EYECARE REFRAMED<sup>SM</sup>



spring &



summer



*on the cover:*

Women's Guess GU 2293 (also on p. 14) • Above Left: More on Stylish Sun Protection on p. 9  
• Above Right: Lisa from Visionworks store 1



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FRAMES SHOWN ARE REPRESENTATIVE OF AVAILABLE STYLES. SELECTION VARIES BY VISIONWORKS AND PROVIDER LOCATION. BRAND NAMES, DESIGNERS, AND TRADEMARKS USED HEREIN REMAIN THE PROPERTY OF THEIR RESPECTIVE OWNERS. THIS LISTING OF ANY FIRM OR THEIR LOGOS IS NOT INTENDED TO IMPLY ANY ENDORSEMENT OR DIRECT AFFILIATION WITH DAVIS VISION, INC.

# men's

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BLUE MOON • BM 4003  
*in tortoise*

AVAILABLE AT VISIONWORKS\*

J.Crew Ludlow Suit in Italian Chino, \$298 jacket, \$158 pant, [jcrew.com](http://jcrew.com) • Uniqlo Linen Long Sleeve Shirt, \$34.90, [uniqlo.com](http://uniqlo.com) • Aldo Greg Dress Lace-up, \$120, [aldo.com](http://aldo.com) • Shinola The Runwell leather strap watch, \$750, [nordstrom.com](http://nordstrom.com) • J.Crew English Linen Stripe Tie, \$69.50, [jcrew.com](http://jcrew.com) • Jack Spade Slim Briefcase, \$378, [jackspade.com](http://jackspade.com)



ALBERTO ROMANI • AR 3001  
*in black*

AVAILABLE AT VISIONWORKS\*

Levi's Men's Standard Fit Trucker Jacket, \$64.99, [supercasuals.com](http://supercasuals.com) • Uniqlo Men's Supima Cotton V Neck short Sleeve T-shirt, \$12.90, [uniqlo.com](http://uniqlo.com) • H&M Slim Fit Chinos, \$29.95, [hm.com](http://hm.com) • Rag & Bone Leather Card Case, \$95, [nordstrom.com](http://nordstrom.com) • Vans Suede Slip Ons, \$70, [jcrew.com](http://jcrew.com) • Timex Unisex Weekender Watch, \$39.96, [amazon.com](http://amazon.com) • Zara Man Striped Scarf, \$25.90, [zara.com](http://zara.com)

# women's STYLE

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SALSA • SA 4004

*in black*

AVAILABLE AT VISIONWORKS\*



H&M Quilted Pilot Jacket, \$49.95, [hm.com](http://hm.com) • Wilt Slub Jersey Short Sleeve Shrunken Boyfriend Tee, \$74, [revolveclothing.com](http://revolveclothing.com) • Rebecca Minkoff Mercer Boyfriend Jean, \$188, [rebeccaminkoff.com](http://rebeccaminkoff.com) • Theodora & Callum Luxor Graphic Print Scarf, \$19.90, [lordandtaylor.com](http://lordandtaylor.com) • Converse Leather Low Top All Star, \$65, [needsupply.com](http://needsupply.com) • Foley + Corinna Tiny City Cross Body Bag, \$150, [shopbop.com](http://shopbop.com)



CHELSEA MORGAN • CM 4003

*in black*

AVAILABLE AT VISIONWORKS\*



J.Crew Regent Blazer, \$178, [jcrew.com](http://jcrew.com) • Lizzie Fortunato Black Zip Pouch, \$155, [bonadrag.com](http://bonadrag.com) • Bettina Duncan Jena Gemstone Drop Earrings, \$275, [calypsostbarth.com](http://calypsostbarth.com) • Maje Rayure Mesh-Striped Jersey Mini Dress, \$415, [net-a-porter.com](http://net-a-porter.com) • Best Society Everly Two Piece Mid Heel Pump, \$99, [gilt.com](http://gilt.com) • La Mer Saturn Leather Wrap Watch, \$84, [nordstrom.com](http://nordstrom.com)

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# men's

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GANT • G BROCK  
*in tortoise*



AVAILABLE WHERE DAVIS VISION COLLECTION SOLD\*

Scotch and Soda Shawl Collar Cardigan, \$229, [scotch-soda.com](http://scotch-soda.com) • J.Crew Short sleeve popover, \$64.50, [jcrew.com](http://jcrew.com) • East Dane AMI Fit Jeans, \$185, [eastdane.com](http://eastdane.com) • Jack Spade Grant Leather card holder, \$58, [jackspade.com](http://jackspade.com) • J.Crew Kenton Suede Bucks, \$198 [jcrew.com](http://jcrew.com) • Fossil Townsman Watch, \$125, [nordstrom.com](http://nordstrom.com)



GANT • G LEWEY  
*in black*

AVAILABLE AT VISIONWORKS\*

Ralph Lauren Black Cricket Sweater, \$225, [ralphlauren.com](http://ralphlauren.com) • Uniqlo Easy Care Broadcloth Long Sleeve Shirt, \$39.90, [uniqlo.com](http://uniqlo.com) • Jack Spade Dixon Slim Chinos, \$148, [jackspade.com](http://jackspade.com) • Nixon Watches Sentry SS Watch, \$250, [amazon.com](http://amazon.com) • Zara Man Leather Driving Shoes with bow, \$99.90, [zara.com](http://zara.com) • Zara Man Black Messenger Bag, \$79.90, [zara.com](http://zara.com)



# women's STYLE



GUESS • GU 2419

*in black*

AVAILABLE AT VISIONWORKS\*



Mango Suede Biker Jacket, \$129.95, [mango.com](http://mango.com) • Zara Square Cut T-shirt, \$16, [zara.com](http://zara.com) • Frame Le Color Crop Skinny Jeans, \$180, [modaoperandi.com](http://modaoperandi.com) • Bauble Bar Ice Zig Zag Ear Crawler, \$32, [baublebar.com](http://baublebar.com) • Lizzie Fortunato Pyramid Necklace, \$345, [shopbop.com](http://shopbop.com) • Nike Roshe Print, \$100, [stylerunner.com](http://stylerunner.com)



SALSA • SA 4002

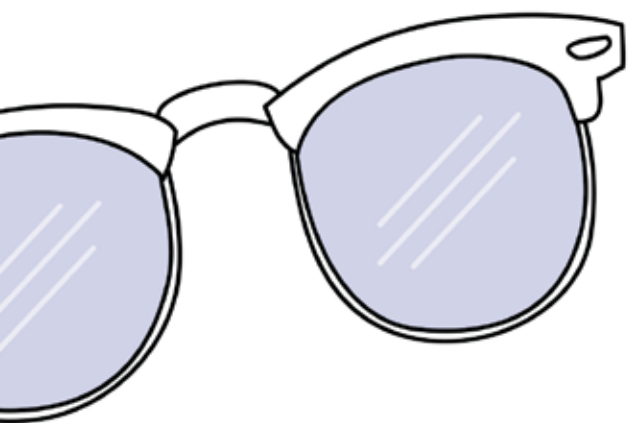
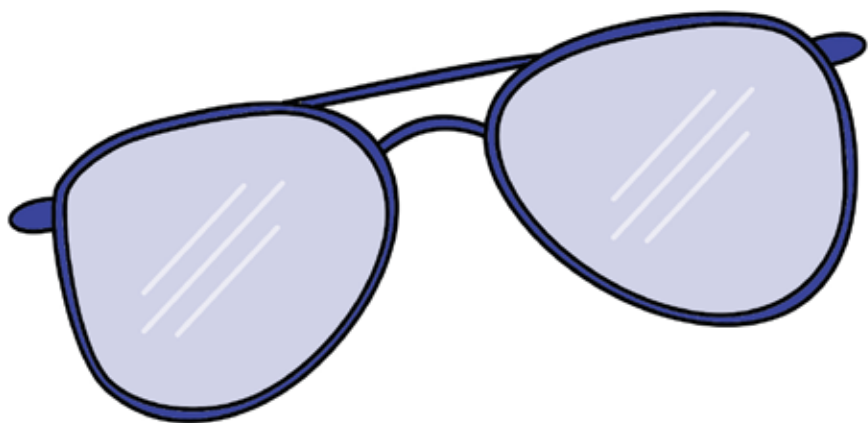
*in tortoise*

AVAILABLE AT VISIONWORKS\*



Women Premium Linen Stripe Long Sleeve Shirt, \$34.90, [uniqlo.com](http://uniqlo.com) • Sole Society Olyvia D'Orsay Heel, \$70, [solesociety.com](http://solesociety.com) • J.Crew No. 2 Pencil Skirt in Cotton Twill, \$110, [jcrew.com](http://jcrew.com) • Lizzie Fortunato Three Bathers Necklace, \$575, [lizziefortunato.com](http://lizziefortunato.com) • Kate Spade Small Square Stud Earrings, \$38, [shopbop.com](http://shopbop.com) • Timex Originals T2P237 Ladies Tortoise Gold Classic Round Watch, \$122, [amazon.com](http://amazon.com) • Clare Vivier Flat Leather Clutch, \$198, [clarevivier.com](http://clarevivier.com)

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*did you know?*

LENS TINTING IS A DAVIS VISION BENEFIT

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Keep your eyes protected from the harmful effects of sun exposure and stay stylish - **any frames** can be turned into sunglasses!

ASK YOUR VISION CARE PROVIDER  
FOR MORE INFORMATION.





**BOLD**



CHELSEA MORGAN • CM 4003

*Two*  
**STONE**



SALSA WOMEN • SA 4004

**MODERN  
VINTAGE**



BLUE MOON MEN • BM 3004

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### *What's this?*

This symbol means you've found one of the 222 frames available to you as part of our **Davis Vision Exclusive Collection**. These frames are available to you at incomparable value and extra low out-of-pocket cost at select providers.









PERRY ELLIS MEN • PE 300A



CHELSEA MORGAN WOMEN  
CM 4001



*on the cover!*

GUESS WOMEN • GU 2293



GANT MEN • G LEWEY



BLUE MOON MEN • BM4003



GUESS WOMEN • GU 2419

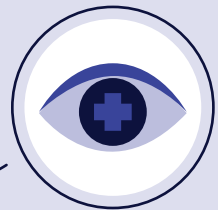


# your vision benefits

## MADE SIMPLE: GETTING NEW GLASSES



VERIFY YOUR BENEFITS & FIND A PROVIDER  
AT [DAVISVISION.COM](http://DAVISVISION.COM)



SCHEDULE YOUR EYE EXAM



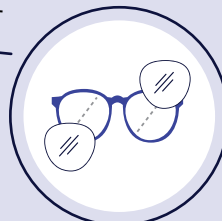
CHOOSE ANY FRAME ANYWHERE & ENJOY ADDED  
BENEFITS AT YOUR LOCAL VISIONWORKS STORE



PURCHASE A PAIR (OR TWO) WITH AN  
EASY CHECK OUT PROCESS

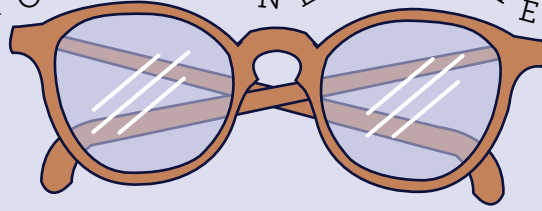


YOUR FRAME SELECTION IS SENT  
FOR CUSTOM FABRICATION



*enjoy*

YOUR FAB NEW FRAMES



ALWAYS ASK THESE 3 QUESTIONS:

**1**

Which frames are included within my vision benefit allowance?

**2**

What are my lens choices and is there a generic equivalent?

**3**

Do my glasses come with a warranty if I break them?



*did you know?*

70% OF MEMBERS CHOOSE FRAMES FROM THE DAVIS VISION EXCLUSIVE COLLECTION.

# HAVE YOU SEEN DVTV?

WATCH THIS SPACE TO EASILY  
FIND THE LATEST & GREATEST  
FEATURES ON DVTV.

FIND AND WATCH  
OUR NEWEST  
VIDEOS HERE.

SELECT YOUR FACE  
SHAPE AND TRY ON  
NEW FRAME STYLES.

FIND THE PROVIDER  
CLOSEST TO YOU!

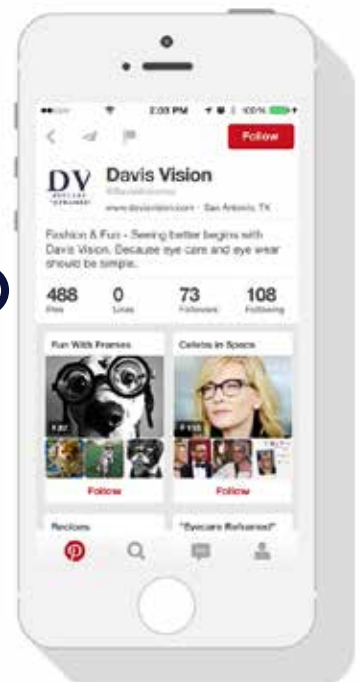
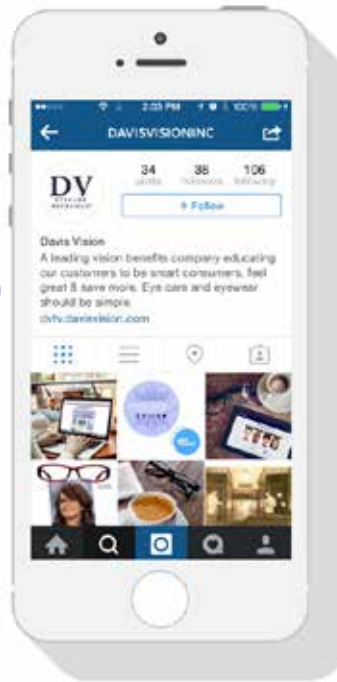
Davis Vision's newest digital space for plan members and anyone hoping to learn more about eye care, eyewear, and Davis Vision's products and services is DVTV. Visit [dvtv.davisvision.com](http://dvtv.davisvision.com) or scan the QR code on the back cover to visit today!

# social eyes with D V T V

We're tweeting, pinning, posting, and 'gramming away - won't you join us? Find a quick overview of our newest online presence below and follow us for exceptional access to your all of your eye care and eyewear needs.

*twitter*

**@davisvisioninc:** We've joined this global conversation starter to better hear our plan members and stay up to date on breaking eye care news.



*instagram*

**davisvisioninc:** We're sharing how we see the world. How are you seeing it? Use hashtags #MyDV and #DavisVision.

*pinterest*

**@DavisVisionInc:** From furry friends in frames to recipes focused on eye health, there's something for everyone on our boards.



STAY CONNECTED WITH US • #DAVISVISION



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OVER 80%



*of consumers* RESEARCH ONLINE  
BEFORE MAKING A MAJOR PURCHASE\*

From our online member portal at [davisvision.com](http://davisvision.com) to our newest digital space, [dvtv.davisvision.com](http://dvtv.davisvision.com), we're here to make finding the perfect eyewear fun, and taking care of your vision simple.

# *try, then* B U Y

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Use the QR code below to visit our virtual Try On tool at [\*\*dvtv.davisvision.com\*\*](https://dvtv.davisvision.com). Upload your own selfie or use one of our photos to try on the frames featured in this book, and hundreds more. Make note of your favorite styles and types and visit your local vision care provider or Visionworks store to purchase your new eyewear!



*select a gender,*



*choose a face shape,*



*try on frames!*



# one Frame



## WARMER WEATHER *workwear*

### **Stay cool in climbing temperatures:**

Madewell Button Down Shirtdress, \$118, [madewell.com](http://madewell.com) • Sole Society Akina Slingback Flat, \$65, [solesociety.com](http://solesociety.com) • Fornash Tortoise Cuff, \$30, [simplysoles.com](http://simplysoles.com) • Lena Skadegard Blush Baroque Pearl Bracelet, \$125, [calypsostbarth.com](http://calypsostbarth.com) • Marcia Moran Earrings BB259E, \$148, [shop-marciamoran.com](http://shop-marciamoran.com)



## WEEKEND *warrior*

### **Don't let your errands run you:**

Zara Square Cut T-Shirt, \$16, [zara.com](http://zara.com) • Madewell The Transport Rucksack, \$248, [madewell.com](http://madewell.com) • Calypso St. Barth Rialta Hand Embellished Linen Short, \$395, [calypsostbarth.com](http://calypsostbarth.com) • Scotch & Soda Lightweight Scarf, \$33, [scotch-soda.com](http://scotch-soda.com) • CoRNETTI Recommone Gladiator Sandals, \$275, [revolveclothing.com](http://revolveclothing.com)

# TWO WAYS



## DOCKSIDE *dalliance*

**When SPF is your other best accessory:**

Eddie Bauer Classic Fit Denim Shirt, \$42, eddiebauer.com • GAP Classic Bold Floral Shorts, \$44.95, gap.com • Zara Dockside, \$59.90, zara.com • Michael Kors 'Large Runway' Chronograph Bracelet Watch, \$275, nordstrom.com • Wallace & Barnes accordion wallet, \$68, jcrew.com



## MUSEUM *moment*

**Pumped up Painted Kicks:**

Zara Short sleeved v-neck t-shirt, \$17.90, zara.com • Jack Spade Dixon Slim Chinos, \$148, jackspade.com • Zara Leather High-Top Sneaker, \$99.90, zara.com • Urban Outfitters Birdseye Socks, \$8, urbanoutfitters.com • Timex Easy Reader Leather Strap Watch, \$65, nordstrom.com





Early Davis Vision Employees, from left to right:  
Ben Powers, Benchman • Ralph Krieger, Surface Grinder • John DelSeccola, Surface Grinder

# *fabrication* IN FOCUS

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## OVER 97 YEARS EXPERIENCE IN CRAFTING THE PERFECT EYEWEAR

Today, our five wholly-owned labs are spread throughout the United States, but each is committed to providing every pair of frames that comes through with the same unparalleled care and attention. As a leader in the managed vision care industry, we knew that providing our members with the best service meant extending our business capabilities to include the very labs where eyeglasses are carefully crafted.

We're confident that each pair of eyewear fabricated in our award-winning labs is of a superior quality, and we're proud to put the Davis Vision name behind our work. Our fabrication team is dedicated to maintaining the highest quality of standards to meet each individual member's prescription, measurements, and specifications. Our ongoing investment in technological advancements and robotics ensures we continue to maintain state-of-the-art facilities that are constantly evolving to bring our members more.

*That's Davis Vision, and this is Eye Care reframed.*

*In 1917 we opened our doors* as a family-owned optical store in New York City. In 1964 we began to offer managed vision care (or vision insurance) services. We're proud to say our first client is still with us today. Take a look at some other companies with deep American roots and the same passionate drive to create the finest quality goods right here in the U.S.A.

**PENDLETON®** .....

"Weaving America's spirit since 1863."



**American Apparel**

Sweatshop free, fashionable basics.



**Clare V.**

LOS ANGELES

Utilitarian and stylish handbags and accessories handmade exclusively in Los Angeles since 2008.



**HELM**  
BOOTS

Hand-made "work boots for your life's work".



HANDCRAFTED  
IN

## SHINOLA DETROIT

An American company dedicated  
to making things in America.



*Lizzie Fortunato*  
BY ELIZABETH & KATHRYN FORTUNATO

Hand made jewelry, accessories,  
and leather goods run by twin  
sisters Lizzie and Kathryn  
Fortunato in NYC.



**HERSHEY'S**  
THE HERSHEY COMPANY

The largest North American  
manufacturer of quality chocolate and  
sugar confectioneries.



**DAVIS VISION**  
EYECARE REFRAMED<sup>SM</sup>

Sister companies Davis Vision and  
Visionworks both call San Antonio home!

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MENT OR DIRECT AFFILIATION WITH DAVIS VISION, INC.



# *member* EXPERIENCE

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ROSEMARIE

"I just had to tell someone about the wonderful knowledge, patience, friendliness, politeness, and willingness to help I experienced while speaking with Davis Vision customer service. It was unlike anything I've ever experienced elsewhere."

RAYSHONE

"What an excellent and dedicated customer service experience. It wasn't just what was said, it was HOW it was said. It was an above and beyond effort. I will take full advantage of my Davis Vision benefits and let my friends and co-workers know to as well!"

HELGA

"Customer service went way out their way to resolve my issue and were very helpful. I am very grateful for the Davis Vision customer service team."

WE WANT YOU  
*to share your Davis Vision  
experience with us!*

Share your feedback today by  
scanning this QR code or visit  
[dvtv.davisvision.com](http://dvtv.davisvision.com)





# DAVIS VISION

EYECARE REFRAMED<sup>SM</sup>



STAY CONNECTED WITH US • #DAVISVISION

