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.

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.

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.
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

TABLE OF CONTENTS

1  TRANSPARENCY, ACCESSIBILITY, SIMPLICITY
4  SEASONAL STYLES FOR MEN & WOMEN
8  DID YOU KNOW?
10  CURRENT TRENDS IN EYEWEAR
16  YOUR BENEFITS MADE SIMPLE
18  SOCIABLEYES WITH DVTV
20  TRY, THEN BUY
22  ONE FRAME, TWO WAYS
24  FABRICATION IN FOCUS
26  HANDCRAFTED IN AMERICA
28  REAL MEMBER EXPERIENCES

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

BLUE MOON • BM 4003
in tortoise
AVAILABLE AT VISIONWORKS*

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

ALBERTO ROMANI • AR 3001
in black
AVAILABLE AT VISIONWORKS*

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

SALSA • SA 4004
in black
AVAILABLE AT VISIONWORKS*

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

CHELSEA MORGAN • CM 4003
in black
AVAILABLE AT VISIONWORKS*

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

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

**women's STYLE**

GUESS • GU 2419
*in black*

AVAILABLE AT VISIONWORKS*

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

SALSA • SA 4002
*in tortoise*

AVAILABLE AT VISIONWORKS*

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

*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.*
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.
Current Trends in Eyewear
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.
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.
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.
MADE SIMPLE: GETTING NEW GLASSES

1. VERIFY YOUR BENEFITS & FIND A PROVIDER AT DAVISVISION.COM
2. SCHEDULE YOUR EYE EXAM
3. CHOOSE ANY FRAME ANYWHERE & ENJOY ADDITIONAL BENEFITS AT YOUR LOCAL VISIONWORKS STORE
4. PURCHASE A PAIR (OR TWO) WITH AN EASY CHECKOUT PROCESS
5. YOUR FRAME SELECTION IS SENT FOR CUSTOM FABRICATION

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

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?
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.
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 or scan the QR code on the back cover to visit today!
socialeyes with DVTV

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

try, then BUY

Use the QR code below to visit our virtual Try On tool at 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!
WARMER WEATHER

**Workwear**

Stay cool in climbing temperatures:
Madewell Button Down Shirtdress, $118, madewell.com • Sole Society Akina Slingback Flat, $65, solesociety.com • Fornash Tortoise Cuff, $30, simplysoles.com • Lena Skadegard Blush Baroque Pearl Bracelet, $125, calypso-stbarth.com • Marcia Moran Earrings BB259E, $148, shop-marciamoran.com

WEEKEND

**Warrior**

Don’t let your errands run you:
Zara Square Cut T-Shirt, $16, zara.com • Madewell The Transport Rucksack, $248, madewell.com • Calypso St. Barth Rialta Hand Embellished Linen Short, $395, calypso-stbarth.com • Scotch & Soda Lightweight Scarf, $33, scotch-soda.com • CoRNETTI Recommone Gladiator Sandals, $275, revolveclothing.com
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 Docksides, $59.90, zara.com • Michael Kors ‘Large Runway’ Chronograph Bracelet Watch, $275, nordstrom.com • Wallace & Barnes accordion wallet, $68, jcrew.com

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

**Helm Boots**
Hand-made “work boots for your life’s work”.
An American company dedicated to making things in America.

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

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

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

“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.”

“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!”

“We want you to share your Davis Vision experience with us!

Share your feedback today by scanning this QR code or visit dytv.davisvision.com