

**Optimate  
Inc.**

# Insight 2011

**Summer 2011  
Volume 1  
Issue 6**

The summer is already here. Since we know that long, sunny warm days are too alluring to stay in, we are dedicating this issue to sunglasses. Besides its multiple protective benefits, they are also a great tool to create personal style. The right sunwear can transform anyone's look. With so many shapes, colors and styles available, anyone can achieve a coveted look. And our Heat Collection is the perfect accessory to beat the summer heat. The polarized lenses and the stylish designs of our collection make them perfect for those sunny days outdoors.

## SUMMER 2011 STYLE WATCH



**HS0222-62BLK**

The Aviator. A classic. Everybody should own a pair either in a classic style, as Heat **HS 0222** whose clean lines allow the gradient lenses to stand out. On the other hand, contemporary details such as the two-tone or the keyhole bridge in the **HS 0219** and **HS0216** respectively, provide a contemporary feel to this timeless shape.



**HS0216-59BRN**



**HS0219-60BRN**



**HS0214-63GRY**

The Navigator is a square version of the Aviator. The **HS 0214** enhanced with a double bridge and textured temples, as well as the combination of metal and dark lenses will for sure command attention.

**Optimate  
Inc.**

# Insight 2011

**Summer 2011  
Volume I  
Issue 6**

## Summer 2011 STYLE WATCH

Rectangular, square and 'squoval' (square-oval) shapes work great for faces with no sharp angles and softening around the cheeks and forehead. Try **HS 0215**, a combination of sleek metal front with zyl temples, or **HS 0213** which bold temples pump up the style. Squoval is a softer version of this outline. The rounded edges of the **HS 0212** as well as the lady like hues of brown, brown fade or black, make this the perfect piece to achieve an urban look.



**HS0212-56BRN FADE**



When it comes to sunglasses, the bigger the better. Great for protecting the eyes as well as adding glamour to any look are the **HS 0211**, **HS 0217**, **HS 0218** and **HS 0221**. Vibrant colors, metal and rhinestone accents contribute to the effortless chic look.



**HS0220-56PL**

Clean and classic models from the past are a must. Add a touch of retro with a modern twist with the **HS 0220**, a wayfarer inspired style in transparent acetate in vibrant purple, sheer gray and luxurious tortoise.

For more information about our collections visit our website:  
[www.optimateinc.com](http://www.optimateinc.com)

**Optimate  
Inc.**

# Insight 2011

**Summer 2011  
Volume I  
Issue 6**

## UPCOMING EVENTS

Optimate, Inc. will be attending the Vision Expo West show held in Las Vegas on September 22-24, 2011.

Come see us at Booth #17111 where we will be showcasing our Spring 2012 new releases for Baron, Amadeus, NBA and our signature Heat Sunglass collection.

We look forward to seeing you there!

**Hours for the show are as follows:**

**Exhibit Hall: September 22-24, 2011**

Thursday, September 22  
9:30 am - 6:00 pm

Friday, September 23  
9:30 a.m. - 6:00 pm

Saturday, September 24  
9:30 a.m. - 5:00 pm



To schedule an appointment for the show, please complete the invitation letter on our website: [www.optimateinc.com](http://www.optimateinc.com) and fax to (626) 821-1389 or you can email it to [kristine@optimateinc.com](mailto:kristine@optimateinc.com)