Find the perfect style with our GVS Designer Collection!
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:

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

Heels — take your style in stride

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

Pearls — real or costume, you do you!
ECLECTIC AND STYLISH

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!

A variety of goods:

- Leather cross-body bag — for all your essentials; phone, wallet, maybe a good book
- Felt hat — sophisticated and practical, matching a range of looks
- Canvas shoes — weekend comfort comes first

combomaterials

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

- **Shoes** — juxtapose your gunmetal frame with a splash of color
- **Silver-toned watch** — tell time the classic way
- **Classic necktie** — for something a bit more formal

**stylish men**

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

trendy temples

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

More patterns and bling:

- Flashy necklace — be bold and add more dazzle to your wardrobe
- Colorful scarf — be free to mix and match your patterns and colors
- Flats — take a walk on the wild side with animal prints

PATTERNS AND EMBELLISHMENTS
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

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

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.

Mix and match:

- Gold necklace — a pretty accent piece that will make you shine
- Black hat — whichever way your frames fade, this tops things right off
- Patterned boots — a ripple of color for a more vivid touch

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

ombré
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.”

**CONTEMPORARY ANGLES**

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

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
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:

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

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

Frame styles and models vary by location.
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
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

Frame styles and models vary by location.
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.
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.

- 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

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

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$68 member cost with GVS benefit

$713 retail cost without GVS benefit

$1Based on the $150 GVS Plan Design
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 or visit generalvision.com/philanthropy