



America's Best Contacts & Eyeglasses is First U.S. Optical Retailer to Carry Celebrity Eyewear Brand Privé Revaux in Stores

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DULUTH, Ga., Jan. 07, 2019 (GLOBE NEWSWIRE) -- [America's Best Contacts & Eyeglasses](#), a retail brand of [National Vision Holdings, Inc.](#) (NASDAQ: EYE), one of the nation's largest optical retailers providing quality, affordable eye care and eyewear, today announced it is the first U.S. optical retailer to offer customers the popular celebrity eyewear brand, Privé Revaux, in stores.



The company is now offering a selection of the brand's affordable, high-quality and handcrafted optical frames and non-prescription sunglasses in a pilot of 50 store locations. Consumers can choose from a selection of optical frames retailing for \$69.95 each, or 2 for \$104.95 including an eye exam. Additionally, sunglasses are available in a variety of on-trend styles, priced at \$29.95 with non-prescription lenses.

"We are thrilled to offer America's Best Contacts & Eyeglasses customers the exclusive opportunity to shop Privé Revaux in stores," said Megan Molony, National Vision's senior vice president of merchandising. "We strive to provide customers with fresh and innovative merchandise selections. Affiliated with celebrity visionaries such as Jamie Foxx, Hailee Steinfeld and Ashley Benson, the Privé Revaux brand is one that will resonate with our customers while aligning with our mission of providing access to affordable, quality eye care and eyewear to people that need it most."

Privé Revaux was built on a shared passion for style and quality with the goal of disrupting the eyewear industry and making high end sunglasses accessible. Serial entrepreneur David Schottenstein along with an elite team including celebrity visionaries Jamie Foxx, Hailee Steinfeld and Ashley Benson, as well as VP of Celebrity Relations Dave Osokow and Creative Directors Rob Zangardi and Mariel Haenn have done just that. The brand launched in June 2017 via e-commerce and direct-to-consumer with affordable, high quality and on-trend sunwear retailing for only \$29.95/pair.

"At Privé Revaux, we believe that everyone – regardless of budget – should have access to high-quality, beautifully designed eyewear," said David Schottenstein, Privé Revaux founder. "Our affordable pricing makes it possible for customers to purchase multiple pairs to mix-and-match with their daily style. We are thrilled to introduce Privé Revaux to the America's Best Contacts & Eyeglasses shopper and deliver our exceptional quality eyewear to them."

"I'm very excited about our partnership with America's Best," added Jamie Foxx. "Giving our customers the ability to buy our super fly, high-quality yet affordable frames with top quality prescription lenses and top notch service just makes sense."

About National Vision Holdings, Inc.

National Vision Holdings, Inc. is one of the largest optical retail companies in the United States with more than 1,000 retail stores in 44 states plus the District of Columbia and Puerto Rico. With a mission of helping people by making quality eye care and eyewear more affordable and accessible, the company operates five retail brands: America's Best Contacts & Eyeglasses, Eyeglass World, Vision Centers inside select Walmart stores, Vista Optical inside Fred Meyer stores and on select military bases, and several e-commerce websites, offering a variety of products and services for customers' eye care needs. For more information, please visit www.nationalvision.com.

About Privé Revaux Eyewear

Privé Revaux Eyewear was established to disrupt the eyewear market as a purveyor of quality goods at a great value. It was built on a shared passion for style and quality from serial entrepreneur David Schottenstein along with an elite team including celebrity visionaries Jamie Foxx, Hailee Steinfeld and Ashley Benson as well as VP of Celebrity Relations Dave Osokow and Creative Directors Rob Zangardi and Mariel Haenn. With more than 100 hand-crafted and polarized designer frames for \$29.95, everyone can be anyone. Each style is named to evoke a personality, from The Artist and The Socialite to The Boss and The Godfather. For more information, visit www.priverevaux.com.

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