

Choosing Fit-Over Sunglasses

Imitation is the Sincerest Form of Flattery

In almost every industry there's competitive versions of the same type of product. The fit-over sunglass business is no different. There are plenty of options. You can buy a fit-over almost anywhere. You'll find them in supermarkets and drug stores. Eyeglass shops and ophthalmologist offices. And all points in between.

The reason for such abundance is that fit-overs are as popular today as they were in the 1800's. They're a simple, efficient and cost effective solution to a problem. They're more effective than prescription sunglasses or photochromic lenses and a lot less expensive.

If you've decided to get a pair the question is where and what should you buy? How much should you spend? With so many brands competing for your business it can be a little overwhelming. If you're indeterminate, here's a few pointers that might help.

The first thing to recognize is that you're ultimately going to lose them. On average, people lose their sunglasses about every 2 ½ years. Maybe yours will survive longer but you'll eventually end up losing them. It's as inevitable as a missing sock.

With that understanding, decide how much money you feel comfortable paying for two years worth of service. Fit-over sunglasses start as low as \$10 and go as high as \$60. Paying anything more than that is unnecessary. You can find the best quality fit-overs, complete with all the bells and whistles for about \$50 at most eyecare professionals and eyeglass stores.

Regardless of what your price range is there are two features that every fit-over must have. Firstly, it must have an undercarriage and secondly, the temples need to be adjustable. At any quality or price level. You can, and should read why these two features are so important in these two documents:

Buying a fit-over sunglass: What you should know!
http://www.docstoc.com/docs/document-preview.aspx?doc_id=146131023

Fit-Over Eyewear: Flash vs. Function
http://www.docstoc.com/docs/document-preview.aspx?doc_id=146291719

Live Eyewear is based in San Luis Obispo, California. We specialize in the design and manufacture of optical grade fit-over sunglasses. Our flagship brand Cocoons, is recognized worldwide for quality, performance and most of all, value. Cocoons have a lifetime warranty and are the only fit-over glasses in the world with a scratch resistant warranty on the lenses. For more information on Cocoons and Live Eyewear, visit us at www.cocoonseyewear.com

If you look at fit-overs at various price points you'll notice that they appear to be very similar in design. From just a short distance away you wouldn't be able to tell a \$10 from a \$50 model. The reason for this is that the advancements in fit-over design and technology happen at the high end of the price scale. Over time, the improvements are copied and added to the less expensive products. Expect the features at the lower end of the tier to be lesser in quality and performance but in general, they do make those products better than they were.

It typically takes 2 to 3 years for the advancements to trickle down and become a feature of lower priced fit-overs but eventually, the budget conscious models find a way to replicate it in some form or another. As it is in the automobile industry, it's to be expected. Much to the chagrin of the market leader. Which is us. Live Eyewear.

We make Cocoons. They typically retail in the \$50 range, so we're positioned at the upper end of the spectrum. We're proud, that our belief that Cocoons set the standard in fit-over eyewear, is agreed to by thousands and thousands of eyecare professionals worldwide.

The reason I mention Cocoons is two fold. Firstly, if you've decided on an optical grade fit-over you can have a reference point as to what you should expect for your money. Most, if not all new developments within the fit-over industry have first appeared on Cocoons.

The second reason is probably obvious. We, Live Eyewear, would like you to make Cocoons your choice. However, we won't try and entice you with product puffery and sensationalism. We prefer that you're educated and make an informed decision. The information we provide on fit-overs is unbiased, but with that knowledge we find many people choose Cocoons. And if you choose not to buy our brand, you'll have some understanding to make a more educated decision... at any price point or quality level.