

# MEN'S ESSENTIALS

THE FREAKING MAN'S GUIDE TO HEALTH,  
FITNESS, MONEY, WOMEN, LIFE.

**CRICKET  
FARMING**

**DUDE,  
YOU'RE  
FREAKING  
OUT!**

**STYLE  
MEETS OPTICS TECH**

**MOST UNDERRATED COUNTRY IN CENTRAL AMERICA**

**KEEP BUYERS HUNGRY  
SAYS OREN KLAFF**



# STYLE MEETS OPTIC TECH

By Sophie Hamblett  
Photography by Caesar Lima

Once you reach a certain age, reading glasses are inevitable. Most men over 40 will need readers within the next five to ten years, although some need them much earlier.

And until recently, affordable, yet stylish reading glasses haven't been available.

It's not uncommon for a man to spend years squinting and straining his eyes to make out the words on restaurant menus and

important documents.

He ultimately gives in, marching begrudgingly down to the drugstore and picking out a pair of cheap, lackluster readers, to be worn only when absolutely necessary.

And certainly not in public, if at all possible.

This is it, he thinks, I'm old.

But what if there were a better option?



It's true: certain types of reading glasses can age you and even kill your confidence. Nothing says, "I'm old," or "I've given up on my appearance," more than a pair of cheaply made, beat-up readers. Even stylish, gracefully aging men succumb to this sartorial faux pas.

Cheap reading glasses, ubiquitous in offices, restaurants, and departure lounges across the country, are hastily stashed out of sight after serving their purpose.

Eyeglasses are evolving and have become more stylish and more fashionable, but most reading glasses lag behind, falling short of the iconic styles that can actually enhance your appearance.





**NOBODY LOOKS GOOD IN CHEAP  
READING GLASSES – NOT TO  
MENTION BIFOCALS!**

Your average reading glasses also fail in durability. They aren't made from scratch resistant polycarbonate lenses, which protect from wear and tear. You'll end up having to replace them more often than a high-quality pair. If that weren't enough, the uncomfortable plastic frames make you want to retire them even sooner.

The situation is even worse with bifocals. Two distinct areas of correction make for abrupt transitions from one level to the next, which can lead to increased eye fatigue. This is a real problem, especially with our daily use of computers and smartphones.

iTunes




**Star Trek Beyond**  
Sci-Fi & Fantasy  
Rating: PG-13  
[View](#)

**Description**

From Director Justin Lin and Producer J.J. Abrams comes one of the best-reviewed action movies of the year. Dispatched on a rescue mission to the farthest reaches of space, the USS Enterprise is ambushed by Krall, a ruthless enemy sworn against the Federation. Crash-landing on an uncharted hostile world, Captain Kirk, Spock and the crew are separated with no way of escape. Only today's rebellious alien





Stylish, contemporary readers do exist. But they often come with a hefty price tag. Until recently, if you were looking for reading glasses you were left with a choice between drab or gimmicky drugstore glasses, and expensive luxury brands.

## **FINALLY, A SOLUTION**

**There's good news: reading glasses no longer have to look terrible or cost a fortune.**

**This is where the affordable luxury option of Clive Somers comes in. The brand was founded on the concept that reading glasses don't have to detract from your personal style.**

**In fact, they can be the element that completes your look.**

**For starters, nobody would even know you're wearing reading glasses.**

**To the casual observer you're just a guy with taste and style.**



iTunes



**Our Kind of Traitor**  
Thriller  
Rating: R  
[View](#)

**Description**

While on holiday in Marrakech, an ordinary English couple, Perry (Ewan McGregor) and Gail (Naomie Harris), befriend a flamboyant and charismatic Russian, Dima (Stellan Skarsgård), who unbeknownst to them is a kingpin money launderer for the Russian mafia. When Dima asks for their help to deliver classified information to the British Secret Services, Perry

Clive Somers founder, Bill Head, has spent decades in the fashion industry. He says the brand uses “the highest quality polycarbonate lens with a special coating that gives 100% UV protection and makes the lens virtually scratch-proof.”

These lenses will stand the test of time and give full protection, which is important in the sunglasses styles worn mostly outside.





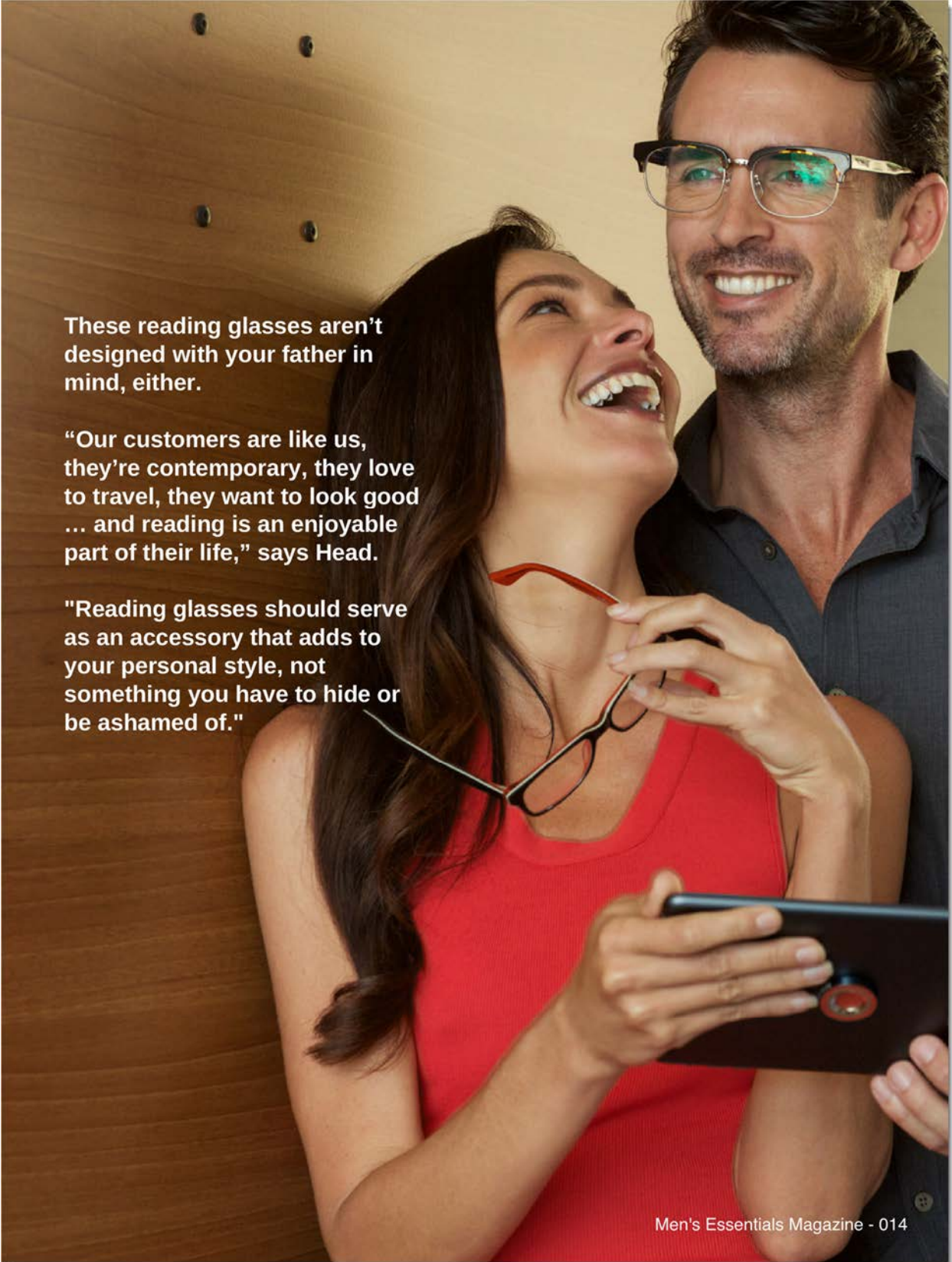
*Clive Somers glasses come with an ingenious folding case.*



And get this—each pair of Clive Somers glasses comes with a unique, folding case—not a throwaway drawstring bag or those bulky plastic cases. The ingenious folding case solves the problems normally associated with glasses cases when you're not using them.

It folds down to the thickness of an iPhone and slips easily into your pocket, taking up no space in a daypack, travel bag, or your overnight bag.

The Clive Somers folding case has been such a hit they've had many customers order extras.

A man and a woman are smiling together. The woman, in the foreground, is wearing a red tank top and holding a black tablet. She is also holding a pair of glasses with orange temples. The man, behind her, is wearing a dark blue polo shirt and glasses with silver frames. They are both looking at the tablet. The background is a light-colored wall with several dark circular marks.

These reading glasses aren't designed with your father in mind, either.

"Our customers are like us, they're contemporary, they love to travel, they want to look good ... and reading is an enjoyable part of their life," says Head.

"Reading glasses should serve as an accessory that adds to your personal style, not something you have to hide or be ashamed of."





*Clive Somers has taken the designer sunglasses approach to reading glasses. With comparable quality and styling to luxury brand eye glasses, they're also great value for money.*



**TREAD · LABS**

**RUN  
LONGER.**

*Boost your  
performance.*



**SHOP NOW ▶**



Clive Somers features progressive lens reading glasses and reading sunglasses in addition to their standard lens option.

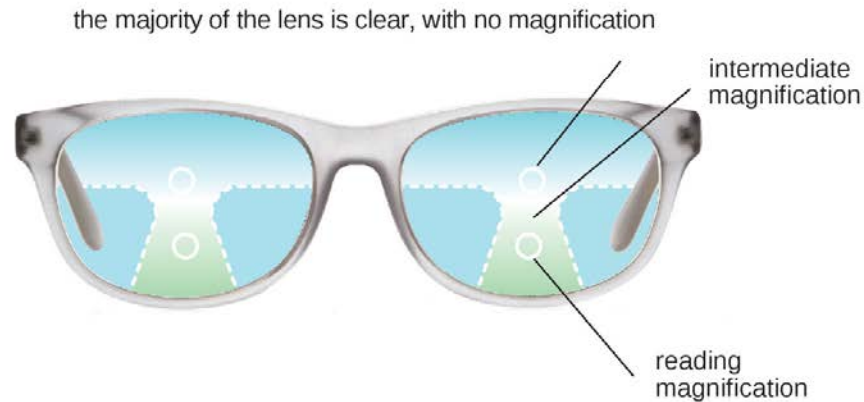
The development of progressive lenses has changed the world for would-be bifocals wearers. Progressive lens readers are easier on the user and dramatically reduce eye fatigue.

Though, especially for men who wear bifocals (seriously, what are they thinking), switching to progressive lenses can completely transform your image.

You won't look—or feel—like you're wearing multi-focus lenses at all.



# WHAT ARE PROGRESSIVE LENSES?



*Progressive lenses have no visible lines, though they incorporate added magnification for intermediate vision and reading.*

Progressive lenses solve the age old problem of having to take standard reading glasses off and put them back on endlessly. Or peer over the top of them, like you're 95 years old.

Standard reading glasses have a single level of magnification across the entire lens. So, you need them to read papers on your desk, but take them off to look at your computer or the person standing in front of you.

With progressives, the surface of the lenses gradually transitions from corrected to non-corrected areas. Your eyes don't have to "jump" between distances, which can cause eye strain and fatigue. Or deal with obnoxious horizontal lines across your glasses.

Progressive lenses are made with the same lens grinding technology that optometrists use for prescription glasses.



Designer readers and progressive lens reading glasses, if they're even available from the established luxury brands, are expensive.

Clive Somers offers luxury readers made from the same high-end materials, yet at an affordable price.

Literally made from the exact same components in some cases.

Not only are high-quality acetate frames used exclusively for all their reading glasses and reading sunglasses, they are also hand-crafted at the same factories as many European luxury brands.

The same goes for the impact-resistant polycarbonate lenses.

A pair of designer glasses with progressive lenses can cost anywhere from \$400 to \$700 from a luxury brand, while frames and lenses of the same quality are less than \$150 from Clive Somers.

With an affordable luxury brand like Clive Somers, you can actually enjoy wearing reading glasses. You now have the power to enhance your personal style and take care of your eyes at the same time – use it wisely.

