



L'AMYAMERICA

AWARD-WINNING INNOVATION  
EXCEPTIONAL COMPANY VALUES

# 2 BROTHERS, 1 MISSION

**Making a Difference, One Frame at a Time**



Two Blind Brothers founders, Bradford (left, wearing George frames) and Bryan (right, wearing Hermann frames).

Newly launched at Vision Expo East, the 2BB: eyewear collection includes sun and optical styles for women and men. The line also includes a plan that's making a difference every day. Get to know what 2BB: is all about.

## TWO BLIND BROTHERS

The 2BB: eyewear collection is inspired by Two Blind Brothers, a clothing and accessories brand created by brothers Bradford and Bryan Manning, both of whom have lived for decades with Stargardt disease. While this rare, genetic eye disease doesn't currently have a cure, organizations like Foundation Fighting Blindness (FFB) are dedicated to the global development of treatments and cures for diseases that cause blindness.

"Foundation Fighting Blindness is the world's global leader in funding research for retinal eye disease with a 50-year history and roughly \$900 million donated to date," said Bradford, who noted the organization's role in recent medical breakthroughs. "My brother and I have been involved with FFB since we were children and have personally been close to the organization for a long time."

For their part in this immeasurable effort, Bradford and Bryan donate all of Two Blind Brothers' profits to Foundation Fighting Blindness and other clinical research organizations. In fact, they've already given \$1.7 million to support this mission. As part of the collaboration between Two Blind Brothers and L'Arny America, L'Arny has committed to donate 10% of sales from the 2BB: optical collection to Two Blind Brothers who will in turn donate that directly to FFB and other clinical research organizations.

L'Arny America is also partnering with organizations like Bosma Enterprises, which provides employment and training to individuals who are blind or visually impaired to do packaging for the sunglasses now available on the Two Blind Brothers website and in their blind boxes — where customers order 2BB: product boxes without knowing the contents of their purchase.



Women's Pattie frames in pink acetate.



Bosma Enterprises, an Indiana-based company that employs and trains people who are blind or visually impaired, organizes the packing for each 2B2B: sunglass style, which includes the eyeglass case shown.

## ATTENTION TO DETAIL

Every 2BB: style features braille on the temple tips, symbolizing the two brothers. "Our goal was to incorporate details that would mean something within the visually impaired community, so we have the braille detail on the tips of the frames," said Bryan. "All of the men's [frames] have tactile elements that express our 'feel the difference' ethos."

Their attention to detail goes beyond the feel of the frames. "We also named all of the [styles] after famous historical figures in optometry," Bryan said about the optical line. "We want this collection to continue to tell the story of the history of eyewear."

# 2BB:

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