



FOR IMMEDIATE RELEASE

PROENZA SCHOULER CFDA WOMENSWEAR DESIGNERS OF THE YEAR

June, 2011. Proenza Schouler's Jack McCollough and Lazaro Hernandez were announced as winners of the Womenswear Designer of the year at the prestigious Council of Fashion Designers awards ceremony this week which honors the best in American fashion. Previously the pair won the Swarovski Perry Ellis Ready-to-Wear award at the 2003 CFDA award ceremony as well as Accessories Designers of the Year.

In an effort to recognize the outstanding contributions to American fashion by individuals from all areas of the fashion industry and related arts, the CFDA hosts the CFDA Fashion Awards. The awards are given for journalism, creative vision and lifetime achievement. One of the most coveted awards is the award for womenswear, this year won by Proenza Schouler.

Proenza Schouler and L'Amy America have signed a worldwide license agreement for the creation, production and distribution of ophthalmic glasses and sunglasses under the Proenza Schouler brand name.

The Proenza Schouler sunglass collection is available in key high end department, optical, and specialty stores.

For more information on Proenza Schouler Eyewear please contact Cheryl Canning at L'Amy America, (800) 872-7377 ext. 348, Cheryl.Canning@lamyamerica.com.

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