

WHAT'S NEW... new launches

# L'AmY America: Nina Ricci Eyewear

FEMININE BY DESIGN

L'AmY America presents a new Nina Ricci line consisting of ophthalmic frames and sunglasses to the U.S. market. Targeted to women 18 to 35 who appreciate contemporary, yet ultra-feminine design, the styles feature a romantic edge—a Cinderella who has been partying all night attitude. Frame materials consist of hand-made zyls, monel and nickel silver with such signature details

as flowers, doves, understated bling and cut-out temples. Ophthalmic shapes are variations on ovals and sunglasses include exaggerated aviators and eight-base wraps. Colorations range from ultra-soft or highly polished gold and rich coppers to deep ruby with butterscotch. Many styles are progressive lens friendly and are equipped with flex hinges.

**PHILOSOPHY:**

"The Nina Ricci brand is currently experiencing a tremendous amount of consumer publicity, fueling an exciting revitalization headed by Olivier Theyskens," says Stephen Rappoport, L'AmY America president. "This beloved French brand is younger, hotter and romancing the haute-couture audience off its feet. We are delighted to announce the launch."

**MARKETING:**

Countertop fixtures, counter cards and custom POP capabilities are available. Frames and sunglasses come with black and white leather hard cases and micro-fiber cleaning cloths.

**PRICE POINT:**

\$\$\$\$. For additional information, contact L'AmY America at (800) USA-LAMY; web site: [www.lamygroup.com](http://www.lamygroup.com)



Nina Ricci 2543

Nina Ricci 2540

Nina Ricci 3505

**INSIGHT**

In 1932, Nina Ricci and her son Robert Ricci founded Maison Nina Ricci, a Parisian haute couture fashion house. In 2006, Olivier Theyskens, a Belgian designer who started his career by dressing Madonna, was appointed artistic director. Today Nina Ricci products include ready-to-wear, shoes, scarves, lingerie, jewelry, watches and fragrances, available in 150+ countries.

Photographed by ANNIE GALLAGHER/BLACK BOX STUDIO