



WHAT'S NEW... new launches

L'Amey America: Theory

THEORETICALLY CLASSIC

L'Amey America launches Theory Eyewear, a line of 24 women's ophthalmic and sunglass styles that captures the brand's modern aesthetic, focusing on the core values of innovation, fit and material quality. Never over designed, the look is clean and minimal. The frames feature richly hued and beautifully translucent acetate and artisan-brushed metal surfaces. Classic shapes are visible throughout the collection—from thin metal

fronts, elongated lens shapes and streamlined temples in the ophthalmics to oversized round, square and aviator styles in the sunwear. The color palette consists of shades of black, brown, tortoise, horn, gray, black striped, blue and purple. The logo design on each frame reflects Theory's non-traditional marketing values by featuring an abstract "r" incorporated into the temple materials, signifying the brand without compromising aesthetics.

MARKETING:

POP materials include a six-place display, logo block, countertop mirror and counter card.

PHILOSOPHY:

"The Theory Eyewear collection will do for the optical market what it has done so successfully for the apparel market. It will reach the fashion-savvy, luxury consumer who seeks the sophisticated, understated style of contemporary design," says Stephen Rappoport, president of L'Amey America.

PRICE POINT:

\$\$\$\$ to \$\$\$\$\$. For additional information, contact L'Amey America at (800) USA-LAMY; web site: www.lamygroup.com

INSIGHT

Founded in 1997, Theory became an instant sensation. Today it is a \$600 million plus business. Immensely popular in the United States and Japan, the company is continuing to expand into the worldwide market, opening stores in Europe and extending its presence across the world.



Theory 1107

Theory 2102

Theory 1111

Photographed by ANNIE GALLAGHER/BLACK BOX STUDIO

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