



## **L'AMY America Launches Enhanced Responsive Designed Website!**

Wilton, Conn. – March 2016. L'AMY America has upgraded their B2B e-commerce website, [www.lamyamerica.com](http://www.lamyamerica.com), into a new responsive design. Now customers who browse or place orders on their mobile device, tablets or desktops, will have the same quick convenient user experience. The user-friendly site allows customers to login and quickly place orders in a number of ways. Customers can order using our Rapid Order tool, from saved favorites, and they can even order directly from a prior invoice in L'AMY's order status feature. Accounts can also select the shipping option that they need and pay bills as well as view account balances and statements. The company's proprietary and licensed brand collections are highlighted on the site.

Other new features include a highlight of Best Sellers and New Releases as well as a promotions section where the company is continuing the "buy 2 get free ground shipping" promotion for all online orders.

"The enhanced [lamyamerica.com](http://www.lamyamerica.com) site offers customers a quick, easy way to place orders 24-hours a day, 7 days a week, whether on their desktop or mobile device," says Cheryl Canning, Worldwide Brand Manager. "The new site offers customers a terrific user experience that is intuitive and super easy to use. It's a great way to quickly replenish frames that have been sold off the board."

L'AMY America a wholly- owned subsidiary of the L'AMY Group is part of ILG (International Luxury Group)—one of the world's leading fashion accessories companies possessing a portfolio of internationally renowned licensed brands distributed. The group develops eyewear for brands such as ANN TAYLOR, BALLY of SWITZERLAND, BALMAIN, CERRUTTI 1881, CHAMPION, KENZO, NICOLE MILLER, ROCHAS, SONIA RYKIEL, and SPERRY, as well as its own house brands. ILG-L'AMY Group brings together eyewear, watches, handbags and jewelry under one international accessories company. For more information visit [www.lamyamerica.com](http://www.lamyamerica.com).

For more information contact Cheryl Canning at [cheryl.canning@lamyamerica.com](mailto:cheryl.canning@lamyamerica.com), 800/872-7377 extension 348.