



**L'AMY America Announces the Results of Their Holiday Charity Program,
Help the World to See a Better Tomorrow, TODAY**

February, 2016. Wilton, CT. L'AMY America's holiday charity program - Help the World to See a Better Tomorrow, TODAY - which ran September 1st through December 31st 2015, resulted in thousands of frames that will be donated to those in need through various charities. Thousands of L'AMY America customers signed up for the program and tracked their L'AMY America brands' sell-thru for Ann Taylor, Bally Switzerland, Balmain, Columbia, Kenzo, Nicole Miller, Nina Ricci, Sperry, L'AMY Paris, C by L'AMY and Vision's. For every frame sold, one frame is donated to a person in need. The charities involved are Lions Club International, New Eyes for the Needy, Volunteer Optometric Services for Humanity (VOSH) and Eyewear for Kids, each hard working organization renowned for its service and dedication to giving the gift of vision around the world.

"We are thrilled with the results of our charity program and find that the simplest acts of kindness are more powerful than anything else we could have accomplished", says Cheryl Canning, Brand Manager.

Since starting this program six years ago, L'AMY America has donated tens of thousands of frames to deserving charities to service needy patients.

ABOUT L'AMY AMERICA

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.

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