



L'AMY America Announces a Holiday Charity Program, Buy 1, Give 1 to See a Better Tomorrow, TODAY



September, 2016. Wilton, CT. L'AmY America will launch a charity program this holiday season that will provide eyewear to those in need. For every pair of L'AMY America branded frames (Ann Taylor, Bally Switzerland, Balmain, Champion, Nicole Miller, Sperry, TLG, L'AMY Paris, C by L'AMY and Vision's) bought by the end-consumer, one pair will be donated to a person in need.

In order to participate, opticians must agree to sign up with the program and keep track of every frame sold. At the end of the campaign (December 31st) tally sheets are returned to L'AMY America and L'AmY and will donate an appropriate pair of frames to a number of highly respected charities such as Lions Club International, New Eyes for the Needy, Volunteer Optometric Services for Humanity (VOSH) and Eyewear for Kids among others. Each of these hard working organizations is renowned for its service and dedication to giving the gift of vision around the world.

Since starting this program seven years ago, L'AMY has donated over ten thousand frames to deserving charities to service needy patients. The campaign begins September 19th and ends December 31, 2016.

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. For more information visit www.lamyamerica.com or Cheryl Canning at Cheryl.canning@lamyamerica.com, 800/872-7377 extension 348.

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