



Friday, August 9, 2024

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LaunchPad: Frame Collection

L'Amy America Debuts New Ben Sherman Made Green Styles

By Staff

Friday, August 9, 2024 12:05 AM



Quick Take: L'Amy America has added three new styles to its Ben Sherman ophthalmic collection. These Fall 2024 styles are crafted in sustainable materials including biodegradable acetate and recyclable stainless steel.

Specifics: The three new optical models are Cornhill, Main and South. These styles offer rectangular and geometric silhouettes with on-trend details including sculptural bevels, cut down millwork and paddle-shaped temples featuring the signature Ben Sherman logo and Mod icon. Colorways include traditional black, brown and gunmetals.

Selling Point: Maria Terada, L'Amy America associate brand manager, said, "Traditional rectangular silhouettes are elevated and transformed into modern versions laden with multidimensional effects. From a trend standpoint, geometrics are important and very evident in the new designs. All three styles feature small, yet intricate details that individually represent Ben Sherman's brand DNA."

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