



## L'AMY AMERICA INTRODUCES ANN TAYLOR TAILORED FIT

Wilton, CT – January 2017. Believe in love at first fit. The Ann Taylor Eyewear Collection is expanding its assortment to offer refined designs so every style fits just right and can be perfected to flatter with the Ann Taylor Tailored Fit Collection. The Collection will launch with four core styles and one petite style.

No face is created the same. And so no frame will fit everyone the same. All-acetate frames that have fixed bridges can be extremely limiting in providing a comfortable fit; whether someone has a smaller bridge and the frame gaps, or a larger bridge where the frame could float. There is currently an underserved segment in the market who require a tailored fit. These are individuals who need and desire adjustability, and includes certain morphologies who have more challenging fits.

Adjustable nose pads offer the ability to tailor a frame for any specialty fit need. The Ann Taylor Eyewear Collection is entirely progressive-friendly. Because of the adjustments needed for patients wearing progressive bifocals, we created these styles that have adjustable nose pads. Instead of needing to induce either pantoscopic or retroscopic tilt, only the nose pad arms would need adjusting.



AT400



AT401

The AT400 is an oversized, softened square shape that is the perfect combination of edgy and luxe. The front features a solid colorblock in matte finish, contrasting to the tortoise base and temples. Offering a more bold approach, the AT401 has an oversized angular square profile. Blending color and pattern, the use of tortoise and crystal layered materials give a fresh twist to a timeless design.



AT402



AT403

The AT402 is naturally stylish and feminine with an oval profile. An innovative step design outlines the entire silhouette, accented by a contrast in colors through the use of double layered materials. A sensationally slim silhouette brings refined style to the AT403. Tortoise patterns detail the top brow curve and end pieces, extending onto the temples.



ATP404

Part of the Petite Collection, the ATP404 is simple yet distinct. With a slightly oversized, angular silhouette, this acetate frame features a metal nose bridge.

The Ann Taylor Tailored Fit Collection will launch January 2017 and have a wholesale of \$59.95.

# # #

### L'AMY America Contact:

Megan Spencer

[megan.spencer@lamyamerica.com](mailto:megan.spencer@lamyamerica.com)

203.761.0611 x215