

what's
BRAND
new



NICOLE MILLER EYEWEAR

L'AmY America

L'AmY America expands its Nicole Miller eyewear collection to a full range of 50 ophthalmic and sunwear styles for kids and tweens. Niki Nicole Miller offers tween girls fun designs while the subtly sparkly Nicole Miller Jeweled collection is a direct reflection of the embellished dresses that the designer is known for. Nicole Miller YourFit, the newest collection, features contemporary styling available in enhanced sizes for women who need a larger frame. The styles' themes consist of celtic, nstar (a play on Nicole) and material effects, where frame designs mimic the effect of material through shine or shimmer or patterns and colors. Details such as angled cutouts are inspired by Nicole Miller shoes and handbags, and an alternating geometric pattern set into the temples are influenced by Nicole's ready-to-wear collections. Modern shapes in a rich color palette are available in metals, acetates and a combination of both.

(PHILOSOPHY)

"We are very pleased to partner with such an iconic American designer as Nicole Miller," says Cheryl Canning, worldwide brand manager at L'AmY America. "Nicole's signature bold looks, often inspired by her travels, beautifully translate into the eyewear resulting in an outstanding feminine collection focusing on beautiful design and high level of quality, with wonderful detail that fits with the DNA of the Nicole Miller brand."



(MARKETING)

Merchandising materials include Nicole Miller wall decals, logo blocks, board clips, one- and four-place displays, and counter cards.

(AVAILABILITY)

For additional information, contact L'AmY America, (800) 243-6350; website: lamyamerica.com



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