

ALL *glammed* up

NEW FROM L'AMY AMERICA, GLAMOUR EDITOR'S PICK EYEWEAR COLLECTION IS FRESH AND FUN FOR THE MODERN, EMPOWERED WOMAN.





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From iconic fashion magazine *Glamour* and L’Amy America comes a collection comprising 15 ophthalmic and 12 sun models full of fun, bold prints – and totally feminine.

Launched at Vision Expo East, *Glamour* Editor’s Pick Eyewear Collection combines today’s fashion trends with high-quality materials and craftsmanship. From initial design concept to final product, each frame was hand-picked and designed in collaboration with the accessories editors at *Glamour*.

Designed for the quintessential *Glamour* girl – one who isn’t afraid to experiment with her own style – ophthalmic models incorporate details such as two-tone coloring, temple studs, unique brow lines and cool silhouettes: think cat eyes, rectangles and oversized fronts. Sunglasses feature vibrant lens colors with flash, gradient mirrors, plus texturized surfaces and on-trend shapes.

The editors at *Glamour* said the collection is for the woman who knows what’s in style, but doesn’t just follow trends: *Glamour*

eyewear is all about having fun with different looks and finding frames to fit a woman’s mood and personal style.

Cheryl Canning, vice president of marketing and brand development/luxury and lifestyle, said the collection, which took one year to develop, was a true collaboration between L’Amy and the magazine.

“The editors at *Glamour* were involved in every step of the development process, from reviewing drawings to prototypes to color samples,” she said. “They provided shape and trend direction for the collection.” ■

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