



L'AMY AMERICA INTRODUCES ANN TAYLOR READERS

Wilton, CT – December 2016. *The littlest details make the outfit.*

As the reader business continues to grow, and reading glasses themselves are becoming a popular accessory category, consumers are embracing the need for higher quality readers. Ann Taylor is expanding beyond ophthalmic frames to include a collection of ready readers. This collection will consist of four different styles, each available in three different powers: +1.5, +2.0, +2.5.

The frames are designed with handmade acetate temples for a high quality optical finish and a TR-90 front to maintain a lightweight feel. Lenses have a blue AR coating. The assortment consists of on-trend styles in a variety of shapes. Done in rich hues, these readers are pieces you just can't wait to get. They are refreshingly versatile looks designed to fit into your life (and wardrobe), seamlessly.



ATR010



ATR020

The ATR010 is classic in design with a rectangular shape and rivet details on the front end pieces. A traditional Havana tortoise is complemented by a rich navy tone on the temples. The feminine styling of ATR020 is accentuated by its soft curves. Refined by design, the front is a translucent deep burgundy and the temples are done in a rich, burgundy tortoise. The entire frame has a matte finish.



ATR030



ATR040

The ATR030 is a perfect combination of classic and modern sensibility, with a rounded shape and keyhole bridge. A tortoise front is paired with translucent teal temples giving a pop of color, and is finished in a matte effect. Making more of a statement, the ATR040 is an oversized rectangular front shape in a translucent deep eggplant color. The wider temples feature a color blocking effect in complementary purple and navy tones.

The Ann Taylor Readers Collection will launch December 2016 and have an MSRP of \$29.95.

Each reader includes a custom designed sliding box and soft case done in a black and grey color block and the signature Ann Taylor logo. There are two different predetermined kit options available, depending on the initial quantity buy-in. The kit includes a rotating display which highlights 12 frames and includes storage for an additional 12-24 boxes. Frames may be reordered by sku.

#

L'AMY America Contact:

Megan Spencer

megan.spencer@lamyamerica.com

203.761.0611 x215