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L'AMY'S CHAMPION INTRODUCES NEW POWER LITE SERIES

Wilton, Connecticut – October 19, 2016 -- L'AmY America's Champion Eyes, announces the worldwide launch of 5 new models for the Fall, constructed of Champion's own **PowerLite**, injection-molded, TR90 material. The new offering complements Champion's existing collection of ophthalmics and sunglasses for men, tweens and extended sizes.

Ultra-durability and featherweight comfort make **PowerLite** the ultimate frame choice for those with an active lifestyle. Extreme temperatures will not affect **PowerLite's** supple elasticity making these frames a wise choice for long-term outdoor wear. Adjustable wire core temples allow for a customized fitting without the need for bulky spring hinge systems. And at \$44.95 wholesale, Champion's **PowerLite** selection offers exceptional value.

"These new offerings exemplify Champion's product philosophy, of creating products designed to help people 'get their game on' in style and comfort with zero distractions" according to Connie Reiss, Worldwide Brand Manager, of Champion Eyes. "Champion creates innovative sport apparel so that you can do more of what you love when you're comfortable, and eyewear is no exception to this rule" Reiss explained.

Each model is available in 3 color options and the collection is supported by an array of visual display materials.



CU300502 – Hip Square
Size: 52-18-138



CU300602 – Slim Rectangle
Size: 55-16-138



CU300701 – Vintage Round
Size: 50-19-138



CU300803 – Chunky Rectangle
Size: 53-15-138



CU300902 – Modified Deep Square
Size: 55-17-138

About Champion

Founded in Rochester, NY in 1919, Champion has inspired and outfitted athletes and active people everywhere for generations. From USA Olympic teams to everyday athletes, on and off the field, in and out of the gym. Champion's guiding principles are: A love of sport, a spirit of innovations, and uncompromised quality, with ultimate passion to help men and women reach for their full potential and find the Champion inside. Based in Winston-Salem, NC, Champion is a subsidiary of Hanes Brands, Inc (NYSE: HBI) For more information, please visit www.hanes.com/champion.

L'AMY America a wholly-owned subsidiary of the L'AmY Group is part of ILG (International Luxury Group)–one of the world's leading fashion accessories companies possessing a portfolio of internationally renowned licensed brands distributed. The group develops eyewear for brands such as ANN TAYLOR, BALLY of SWITZERLAND, BALMAIN, CERRUTI 1881, CHAMPION, KENZO, NICOLE MILLER, ROCHAS, SONIA RYKIEL, and SPERRY, as well as its own house brands. ILG-L'AMY Group brings together eyewear, watches, handbags and jewelry under one international accessories company. For more information visit www.lamyamerica.com.