

L'AMY'S CHAMPION INTRODUCES NEW EXTENDED SIZE SERIES

Wilton, Connecticut – November 30, 2016 -- L'AmY America announces the worldwide launch of 3 new Champion **Extended Size** ophthalmic models for winter 2017. The new offering complements Champion's existing optical and sun collections, which were new to market just this year.

"Our Extended Size collection of ophthalmic frames exemplifies Champion's design philosophy to create products that help people 'get their game on' in style and comfort with zero distractions" according to Connie Reiss, Worldwide Brand Manager. "While Champion specializes in innovative performance apparel for modern, active lifestyles, it's the iconic vintage athletic vibe that has captivated the sport market since 1935" Reiss explained. "Our eyewear collections, including the new Extended Size series, celebrates this rich sport heritage" said Reiss.

Each new model, constructed of either handmade acetate or stainless steel, is equipped with Champion's own heavy duty Power Flex hinge system for added comfort. The new series is comprised of 9 total skus—3 colors in each model, in easy-wearing shapes all with 58 eye and 150 temple measurements. The collection is supported by a wide array of visual display materials.

**EXTENDED SIZE WITH
POWERFLEX**



CU400901
Size: 58-18-150
Wholesale \$54.95



CU401003
Size: 58-18-150
Wholesale \$49.95



CU401102
Size: 58-19-150
Wholesale \$49.95

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.