



Thursday, October 17, 2024

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LaunchPad: Frame Collection

L'Amy America Launches Flex Fit 180 by Champion

By Staff

Tuesday, October 15, 2024 12:08 AM



Styles Rouse (top) and Rove.

Quick Take: L'Amy America has unveiled a new four model ophthalmic series by Champion. The new models for men feature a 180-degree flexing hinge.

Specifics: The Fall 2024 Flex Fit 180 lineup offers classic sport styling with trend-conscious touches like modern geometric shapes, see-through temples and earthy colorways. The collection features both acetate and stainless steel constructions, and all frames are equipped with 180-degree flexing hinges and fully adjustable temples.

Selling Point: Connie Reiss, L'Amy America brand director, said, "We believe consumer expectation for performance eyewear is growing. Frames must not only fit well and look good, but more importantly, must offer more functionality. Adding features with real consumer benefits ultimately satisfies consumer demand for better overall value. In this way, our newly expanded core collection featuring Flex Fit 180, delivers for opticians and consumers."

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