

# L'Amy America Launches New Ben Sherman Eco Green Styles

By [Staff \(/author/staff/\)](#)

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**Quick Take:** [L'Amy America \(http://www.lamyamerica.com/\)](http://www.lamyamerica.com/) is launching four new ophthalmic styles from Ben Sherman. All the frames are made from 100 percent eco-friendly materials.

**Specifics:** The new styles are Aldgate, Brook, Haverstock and Saville. Aldgate is a classic double bar frame with trendy detailing such as engraved linear detailing on the temples. It is available in dark grey, light gun and black. Brook is a classic rectangular frame with modern linear detailing on the front and bio acetate temples in a soft, complimentary horn coloration. The Ben Sherman house check is printed on the inside of the temples, and the frame is available in black, brown and gun. Haverstock is a rectangular frame with a keyhole bridge and a double brow line. It is available in gun, brown and navy and features the Ben Sherman house check on the inside of the temples. Finally, Saville is a square frame that features a chunky bio acetate front and sleek stainless steel temples. It is available in black, crystal and tortoise and also features the Ben Sherman house check on the inside of the temples.

**Selling Point:** The newest Ben Sherman styles are sleek and sophisticated, along with being eco-friendly. [www.lamyamerica.com \(http://www.lamyamerica.com/\)](http://www.lamyamerica.com/).