



## L'AMY AMERICA LAUNCHES NEW EXTENDED SIZE TITANIUM SERIES BY CHAMPION

Wilton, CT – September 27, 2017. L'AmY America, part of International Luxury Group, today launched four new titanium models completing the Champion Extended Size collection's 20-model, total offering. The new series marks Champion's initial foray into high performance materials while maintaining an easier price-point than competitive sport brands.

*"Champion, one of the top 3 titan sport brands in North America, are the inventors of the reverse-weave sweatshirt, (patent #2.613.360) and have been outfitting the world with performance apparel both on and off the field for nearly a century" said Worldwide Business Unit Manager Connie Reiss. "Our new Extended Size series exemplifies Champion spirit with easy-wearing designs, now featuring titanium featherweight comfort, and extreme durability" said Reiss.*

The Champion Extended Size Titanium release coincides with a larger L'AmY America initiative focusing on specialty sizes from several of its top brands. The initiative is called "Destination Specialty Fit " and offers a complete package of titanium models from not only Champion but also Nicole Miller Your Fit and Ann Taylor Petites and is fully supported with visual displays and other point-of-purchase items.

The new Champion titanium launch consists of 4 models, in 3 colors each such as light suede brown, soft matte gold, and Champion's signature matted black. All models feature adjustable nose pads and wire core temple tips encased by handmade acetate. Wholesale price: \$59.95



CU401903  
Size: 59-17-150



CU402103  
Size: 59-19-150

### **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/champion.com](http://www.hanes/champion.com)

### **About ILG-L'AmY America:**

L'AMY America is wholly- owned by ILG (International Luxury Group)—one of the world's leading fashion accessories companies possessing a portfolio of internationally renowned licensed brands. The group develops eyewear for brands such as ANN TAYLOR, BALMAIN, CERRUTTI 1881, CHAMPION, GLAMOUR EDITOR'S PICK, KENZO, NEW BALANCE, NICOLE MILLER, SPERRY and its own TLG. ILG-L'AMY Group brings together eyewear, watches, leather goods and jewelry under one international accessories company.

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