

L'Amy America Announces Agreement With Marquee Brands to Create an Eco-Green Ben Sherman Eyewear Collection in 2020

NORWALK, Conn. — L'Amy America, part of International Luxury Group, has announced that it has entered into a multi-year license agreement with Marquee Brands to design, market, and distribute a collection of eco-green sunglasses and ophthalmic frames for the Ben Sherman brand. The new collection will preview at Vision Expo East in 2020, according to L'Amy America's Stephen Rappoport, CEO. He pointed out that "Ben Sherman changed clothing history in 1963 by taking the classic American Ivy-League shirt and revitalizing it with unique color and candy stripe designs, transforming a typical shirt into a statement. Since then, Ben Sherman has grown into a global brand adopted by almost every youth culture and style movement for the last 50 years, and is still worn today by the bands and style leaders of the current decade."

Rappoport also said that Ben Sherman has been appointed the official supporter to Team Great Britain for the Tokyo 2020 Olympic Games and the athletes will wear exclusive Ben Sherman looks during the official Opening Ceremony. He commented, "We are delighted to partner with Ben Sherman to create an eco-green sunglass and ophthalmic collection for one of Britain's most iconic brands. The brand perfectly complements our diverse and ever-growing portfolio as our first British lifestyle brand, and will include quintessential British heritage detailing and styling. We are committed to using eco-materials in this collection from both a product and packaging standpoint."

Added Talbot Logan, SVP brand management at Marquee Brands, "We are excited to partner with L' Amy America. Combining L' Amy America's expertise in the industry with Ben Sherman's rich British heritage and reputation for innovative artistry, our goal is to create eco-friendly eyewear to service the needs of our broad and constantly evolving

consumer base. We are passionate about bringing products to market that uphold the quality and craftsmanship standards that Ben Sherman has celebrated for over 50 years. The Ben Sherman eyewear story will reflect the legacy and philosophy it has adopted since its inception—the freedom of expression in a modern world, with an eco-friendly push."

The new Ben Sherman collection will include 18 ophthalmic styles and 6 sunglass styles composed of environmentally responsible materials. The collection will be fully supported by lifestyle imagery, product packaging, and a host of point-of-purchase materials. The Ben Sherman eyewear collection will be made available in optical stores, Ben Sherman stores, d-free, and sun specialty stores around the globe beginning June 2020.

Designer Ben Sherman, born Arthur Benjamin Sugarman, began his career making shirts for other

designers, it wasn't long before his creative flair took over and he started designing his own shirts. By 1963 Ben Sherman was ready to launch his own clothing line. For over fifty-five years the iconic Ben Sherman shirt and brand has been adopted by almost every seminal youth culture and style movement

L'Amy America is wholly owned by ILG (International Luxury Group), one of the world's leading fashion accessory companies with a portfolio of internationally renowned licensed brands. L'Amy America develops and distributes eyewear for brands such as Ann Taylor, Canali, Champion, Glamour Editor's Pick, New Balance, Nicole Miller, Sperry and its own house brand TLG. Ultimate Vision USA, a luxury division of L'Amy America, develops and distributes globally distinguished brands such as McLaren, Chris Craft, Henri Jullien and Plein Les Mirettes. ■

L'AMYAMERICA



BEN SHERMAN

Original

Since 1963