



L'AMY America Announces a Holiday Charity Program, Buy 1, Give 1 to See a Better Tomorrow, TODAY



July, 2017. Wilton, CT. L'AMY America will launch a charity program this holiday season that will provide eyewear to those in need. For every pair of L'AMY America branded frames (Ann Taylor, Balmain, Champion, Nicole Miller, Sperry, TLG, L'AMY Paris, C by L'AMY and Vision's) bought by the end-consumer, one pair will be donated to a person in need.

“Since starting this program over six years ago, L'AMY has donated tens of thousands of frames to deserving charities to service needy patients throughout the world, and we are proud to offer this program to all our customers. In fact, we hope all our customers sign up!” says Cheryl Canning, VP Marketing and Brand Development. Opticians can sign up for the program with their L'AMY sales representative. All re-orders placed online, through their sales representative or phoned into customer service will count as one sold thru and L'AMY will match and donate one frame to a person in need. Donations are made to many highly respected charities such as Lions Club International, New Eyes for the Needy, Volunteer Optometric Services for Humanity (VOSH), Vision of Hope Foundation, and Eyewear for Kids among others. Each of these hard working organizations is renowned for its service and dedication to giving the gift of vision around the world.

The campaign begins September 15th and ends December 31, 2017.

ABOUT 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 and distributes eyewear for brands such as ANN TAYLOR, BALMAIN, CERRUTTI 1881, CHAMPION, GLAMOUR EDITOR'S PICK, KENZO, NEW BALANCE, NICOLE MILLER, SPERRY and its own house brands TLG. ILG brings together eyewear, watches, leather goods and jewelry under one international accessories company. For more information visit www.lamyamerica.com. For more information visit [Cheryl Canning at Cheryl.canning@lamyamerica.com](mailto:Cheryl.canning@lamyamerica.com), 800/872-7377 extension 348.

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