



L'AMY AMERICA LAUNCHES NEW ANN TAYLOR EYEWEAR

Wilton, CT – December 2016. Style has never come so easy than with these new models to the Ann Taylor Eyewear Collection. Unlike the acetate designs most commonly seen in the market, which are a chunkier profile and can feel heavy on the face, these styles offer an alternative look. And one that is much more feminine. Designed with compressed, handmade acetate, these frames have an ultra-thin silhouette and a lightweight fit. A blend of on-trend shapes and reduced lines offer great appeal to today's modern woman. This new assortment consists of two models to the Core Collection as well as two models to the Petite Collection, which offers a perfect fit for stylish women who have a smaller or narrow face and delicate features. These pieces are done in rich, autumn hues that are can be found throughout their clothing and accessories lines.



AT326 C02



AT327 C03

The AT326 is an all acetate style with a timeless, rounded front shape. With a juxtaposition between the front and temples, a rich, solid hue contrasts against a tortoise material. The slender temples feature the signature Ann Taylor logo subtly laser engraved. The chic styling of AT327 makes it a must-have. A curved top makes the rectangular shape feminine and the slim metal temples complement the thin, compressed acetate front.



ATP809 C02



ATP810 C03

Part of the Petite Eyewear Collection, the ATP809 is eye-catching perfection with a soft, feminine shape. The front and temple materials offer contrast between texture and hue, giving this style a refined look. The ATP810 is a perfect combination of classic and modern sensibility. Slender, metal temples subtly flaunt the Ann Taylor signature landmark logo detail.

These four new styles will launch October 2016 and are all priced at a \$59.95 wholesale.

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L'AMY America Contact:

Megan Spencer

megan.spencer@lamyamerica.com

203.761.0611 x215