

WHAT'S NEXT
NEW LINES



L'AMY AMERICA: Nicole Miller YourFit Collection

L'Amy America introduces new styles from its Nicole Miller YourFit collection. This new category of ophthalmic frames is designed for women whose facial shapes require a larger frame and no longer want to sacrifice modern, chic styling. Eight new styles are available in three colorways, which range in size from 54-16 to 58-17. This collection reflects the downtown urban vibe of New York City with graphic prints and innovative silhouettes. The new styles stand out with signature temple details, easy to wear contemporary shapes and rich colors implemented in larger sizes. —*Jillian Urcelay*

TIP
This collection features both metal and acetate styles as well as decorative accents including studs, metal twists, colorblocked textures, cutouts and quilted temples.



NICOLE MILLER
Brook

NICOLE MILLER
Antwerp

PHILOSOPHY: "With the success of the Nicole Miller brand in the market and customers responding to Nicole's modern, urban designs and tough-girl chic, we recognized there was a need to take the same design sensibilities and size the frame up so that women who need larger size eyewear can also wear the same beautiful, modern design," says Cheryl Canning, worldwide brand manager for Nicole Miller.

MARKETING: Merchandising materials include a counter card, 12-place display, logo block and frameboard clip.

PRICE: \$\$

CONTACT: For additional information, contact L'Amy America, (800) 243-6350; website: www.lamyamerica.com