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BUSINESS

L’Amy America Announces Multi-Year Licensing Agreement With Brad and Bryan Manning, Co-Founders of Two Blind Brothers

By Staff
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NORWALK, Conn.—L’Amy America today announces a multi-year licensing agreement with Brad and Bryan Manning, co-founders of Two Blind Brothers, to produce a collection of sunglasses and optical frames. One of the fastest growing cause-driven companies in the market, Two Blind Brothers sells mystery “shop blind” boxes filled with T-shirts, socks and other merchandise. 100 percent of their profits are directed toward clinical research finding the cure for blindness. As part of this new partnership with L’Amy America, Two Blind Brothers will now expand into the optical dispensary to generate profits that directly benefit clinical research for organizations like Foundation Fighting Blindness.

Two Blind Brothers’ first collection of sunglasses and optical frames for men and women is expected to launch in fall 2023 for distribution to optical retailers throughout the U.S.

Brad Manning said, “Our journey began when our vision started declining as young boys and we had to visit an ophthalmology practice, our first link to the optical community. Our partnership with L’Amy brings us back to where we started—in the eyecare professional’s office—as together we develop an eyewear collection that will not only align with our perfect shirt ‘feel the difference’ concept, but benefits clinical trials and helps us raise awareness to further our cause.

“Researchers are on the cusp of therapies that are going to revolutionize medicine and eye disease, and they simply lack the funding to get through clinical trials. Our partnership with L’Amy America rounds out our mission to be a 360 degree organization: we now donate to the future, contract with blind and visually impaired workers and organizations, and will produce a product that gives back vision,” he said.

Stephen Rappoport, CEO, L’Amy America said, “We started working this year with Brad and Bryan Manning and wanted to take the relationship with them to the next level as we develop a special eyewear collection. We believe Brad and Bryan’s story, with the eyewear collection’s ‘feel the difference’ feature, will have a major impact and we hope every eyecare professional will join us, Brad and Bryan, in the campaign to find the cure for blindness.”