

WHAT'S NEW
NEW LAUNCHES



BEN SHERMAN ECO GREEN
Grange

BEN SHERMAN ECO GREEN

L'Amey America

L'Amey America introduces its Ben Sherman Eco Green eyewear collection. Targeted toward men, the collection consists of 12 optical and four sunwear styles. Frame styles are inspired by Ben Sherman's clothing and history, and the shapes seen throughout the collection are based around four themes: Ivy League prep, military silhouettes, British youth culture and influential celebrities/iconic looks of the '60s. Each frame is created using entirely eco-conscious materials including bio-based acetate derived from plant material, 100 percent recyclable stainless steel and biodegradable demo lenses. Sunglass lenses are bio-based and produced from organic cotton and wood fibers.

—Victoria Garcia

Pricing: \$\$

(866) 243-6350/lamyamerica.com



BEN SHERMAN ECO GREEN
Fitzroy



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