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BUSINESS | EYECARE | TECHNOLOGY | STYLE | PEOPLE | SCENE + HEARD | INSIGHT

LaunchPad: Frame Collection

L'Amey America Launches Ann Taylor Made Green Collection

By Staff

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Quick Take: L'Amey America is adding four new sustainable styles to the Ann Taylor collection, launching the brand's Made Green segment.

Specifics: The new segment debuts with four shapes: a bold square, a soft upswept cat eye, a semi-rim oval and an uplifted layered style. Each is crafted from Earth-friendly materials including biodegradable acetate and demo lenses or recyclable stainless steel.

Selling Point: Maria Terada, L'Amey America associate brand manager said, "The new styles possess a modern and sophisticated personality, consistent with the style of the apparel collection. Ann Taylor caters to the ambitious, confident, multifaceted woman with a career, family, friends and eco-conscious heart."

www.lameyamerica.com