

## Giving for Good



### L'Amey America and Two Blind Brothers Join Forces for a Bigger Purpose

In the beginning of 2022, L'Amey America announced a promotional partnership with Two Blind Brothers, the clothing line founded by brothers Brad and Bryan Manning, who both live with Stargardt disease. This “Do Good, Feel Good” partnership involved a tiered sales program in which customers received one adorable stuffed guide dog plush toy per certain number of frames purchased. All profits from the sales of the stuffed guide dogs went to research to find a cure for blindness.

The program was a resounding success, and in August L'Amey America and Two Blind Brothers announced an official multi-year licensing agreement to produce a collection of sun and optical frames for Two Blind Brothers. The first collection is expected to launch in Fall 2023, and will continue to support the brothers' mission of finding the cure for blindness.

Two Blind Brothers has received endorsements from Ellen DeGeneres, Ashton Kutcher, Richard Branson, NBC Nightly News, and a number of other notable names. To date, the brothers have donated over \$1.5 million to the Foundation Fighting Blindness—a mission that will be strengthened as the brothers enter the optical market.

Brad Manning explained, “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'Amey 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'Amey



Earlier this year, L'Amey America announced a promotional partnership with Two Blind Brothers, the clothing line founded by brothers Brad (l) and Bryan Manning, who both live with Stargardt disease.

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,” Manning said.

Stephen Rappoport, CEO of L'Amey 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.” ■



L'Amey America and Two Blind Brothers' “Do Good, Feel Good” partnership was a resounding success.

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