



## L'AMY CELEBRATES CHAMPION CENTENNIAL

As Champion begins its 100th year as an athletic wear company, L'Amey America marks the occasion with a new series of ophthalmic and sun frames featuring designs inspired by key decades in the brand's history. "From The Vault" is

a limited edition production run of three ophthalmic and three sunglass models, each with a modernized twist on the round shape and details such as filigreed stainless steel metals and imitation horn acetates. A complete range of visual merchandising options such as a six-piece countertop display, counter cards, wall decals and logo blocks supports the collections.

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