



## L'AMY AMERICA LAUNCHES NEW MESH SERIES BY CHAMPION

Norwalk, CT – January 25, 2018. L'AmY America, part of International Luxury Group, today launches three new athleisure models in one of America's top-volume, titan athletic brands, Champion. The new ophthalmic series takes design cues from Champion's original invention, the mesh basketball practice short.

"Champion, one of the top 4 volume sport brands in North America, are the inventors of athletic wear staples such as the reverse-weave sweatshirt, (patent #2.613.360) and the sport bra. They've been outfitting the world with performance apparel both on and off the field for nearly a century" said Worldwide Business Unit Manager Connie Reiss. "Another of these athletic wear innovations is mesh fabrication. Champion was the first sport brand to utilize this fabric in creating the now classic, basketball team practice short and eventually the reversible mesh team jersey. The recognizable dotted pattern of the breathable mesh material inspired our unique ophthalmic mesh temple design."

The Champion mesh series is the first release of 4 new launches planned in the first half of 2018. Each new launch segment will provide performance features and benefits combining vintage and modern sport design aesthetics. "Champion is the authentic, American, athletic original" said Reiss. The Champion eyewear collection reinforces the brand's market position, by answering the needs of millennials and boomers alike with athleisure originals inspired by consumer demand for comfort with sport appeal.

The Champion mesh series consists of 3 models, in 3 colors each such as ebony-scarlet, rootbeer striped tortoise, and signature matted black. All models feature heavy-duty spring hinge systems and easily adjustable wire core temples. Made of either handmade acetate or durable stainless steel, the series wholesale price is \$54.95

### **About Champion**

Founded in Rochester, NY in 1919, Champion has inspired and outfitted athletes and active people everywhere for generations. From USA Olympic teams to everyday athletes, on and off the field, in and out of the gym. Champion's guiding principles are: A love of sport, a spirit of innovations, and uncompromised quality, with ultimate passion to help men and women reach for their full potential and find the Champion inside. Based in Winston-Salem, NC, Champion is a subsidiary of Hanes Brands, Inc (NYSE: HBI) for more information, please visit [www.hanes/champion.com](http://www.hanes/champion.com)

### **About ILG-L'AmY America:**

L'AMY America is wholly- owned by ILG (International Luxury Group)—one of the world's leading fashion accessories companies possessing a portfolio of internationally renowned licensed brands. The group develops eyewear for brands such as ANN TAYLOR, BALMAIN, CERRUTTI 1881, CHAMPION, GLAMOUR EDITOR'S PICK, KENZO, NEW BALANCE, NICOLE MILLER, SPERRY and its own TLG. ILG-L'AMY Group brings together eyewear, watches, leather goods and jewelry under one international accessories company.

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SKU: CU201402 SEMI-RIMLESS ACETATE  
55-18-145

Also available: C01 Ebony-Scarlett  
Pictured above in C03 Smoke Striped Tort



SKU: CU102202 FULL RIM STAINLESS STEEL  
56-17-140

Also available: C01 Matte Gun, C02 Matte Navy



SKU: CU201503 FULL RIM ACETATE  
57-18-145

Also available: C01 Trans Smoke, C02 Tort