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LaunchPad: Frame Collection

L'Amy America to Launch Ben Sherman Eco Green Optical Collection

By Staff

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Quick Take: L'Amy America is launching the Ben Sherman Eco Green eyewear collection. The brand will also launch sun styles alongside the optical collection, both to be released this October.

Specifics: The collection will launch with 12 optical styles with shapes based around four Ben Sherman-inspired themes: Ivy League prep, military silhouettes, influential celebrities/iconic looks of the 60s and British youth culture. The collection features a mix of trendy color accents, cool translucent coloration, two-toned metal, angular detailing, lightweight profiles, and qualitative texture. Key signature detailing includes the Ben Sherman script logo on the outside temples near the hinge break, the military/mod target placed on the outer temple tips, a paddle-shaped temple designed for a vintage touch, and the Ben Sherman British house check pattern on the inside temple tips in select styles.

Selling Point: The Ben Sherman Eco Green eyewear collection was created using entirely eco-conscious materials. The bio-based acetate is derived from plant material with the same quality as regular acetate, but is

produced from renewable sources which break down more easily and lessens the harmful effects on the planet. The Ben Sherman metal styles are made of stainless steel, which is 100 percent recyclable and made up of 60 percent recycled material. The demo lenses used are bio degradable, naturally and completely decomposing in just five years.

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