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

BUSINESS: Suppliers

L’Amy America Signs an Exclusive Manufacturing Agreement to Produce Eyewear in America

By Staff

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(L to R) Stephen Rappoport, CEO, L’Amy America; Steven Bernstein, founder and managing partner, Scene Eyewear, LLC; Daniel Shack, vice president sales and product development, L’Amy America.

NORWALK, Conn.—L’Amy America and Scene Eyewear, LLC, are announcing an exclusive partnership for the manufacturing of American made eyewear. Stephen Rappoport, CEO L’Amy America, said, “We are delighted to enter into this exclusive agreement with Steven Bernstein, founder and managing partner, Scene Eyewear, LLC, and their new state of the art eyewear manufacturing facility in Wayne, New Jersey. The agreement will enable L’Amy America to achieve one of its strategic objectives by creating its own house brands as well as enhancing its portfolio of well-known and respected consumer American branded collections.

“This move will further strengthen our strong relationships with our eyecare partners throughout the United States.”

“I couldn’t think of a better partner for this exclusive agreement than L’Amy America, stated Bernstein. “By manufacturing ‘Made in America’ eyewear, we are working toward the common goal of controlling our own supply chain and providing ultimate transparency to our customers. L’Amy’s Stephen Rappoport and Daniel Shack have been extremely supportive of Scene Eyewear from the very beginning, and we are thrilled to be working together on this exciting endeavor,” he added.

Daniel Shack, vice president sales and product development, L’Amy America, said, “This is a dream come true for us, to be able to design and produce eyewear collections that are made in New Jersey. We are always listening and partnering with our customers, they have been asking for high quality, beautifully designed optical frames made in America. L’Amy America is very proud to be a part of the American made eyewear manufacturing renaissance.”

The exclusive product will bring the very highest quality and design with American made manufacturing to L’Amy America’s thousands of retail partners across the country, the announcement said. Multiple collections will launch the second quarter of 2022.

L’Amy America is wholly owned by ILG (International Luxury Group), one of the world’s leading fashion accessory companies possessing a portfolio of internationally renowned licensed brands. L’Amy America develops and distributes eyewear for brands such as Ann Taylor, Ben Sherman, Canali, Champion, Nicole Miller, Sperry and its own house brand TLG.

Ultimate Vision USA, a luxury division of L’Amy America, develops and distributes globally distinguished brands such as McLaren, Henri Jullien and Plein Les Mirettes. ILG brings together eyewear, watches, leather goods and jewelry under one international accessories company.

Scene Eyewear was founded by Bernstein, a 30-year industry veteran. For the past 18 months Scene has been building a state of the art facility that will bring eyewear manufacturing to America. Sustainable materials make the product ethical and technology makes the process more efficient, but a level of craftsmanship is always required, the announcement pointed out.

“By using specialized equipment and sourcing the best materials available, Scene will manufacture high-quality acetate frames, offering opportunities for American craftsmen to become experts in the art of making eyewear,” the company said.