

## **LaunchPad** **New Products and Technology**

Now Incorporating VMail ProductWatch and VMail Technology



### **FRAME COLLECTION**

#### **Eyewear by David Beckham Debuts FW24 Campaign**

**Quick Take:** Eyewear by David Beckham, from [Safilo Group](#), presents its Fall/Winter 2024 campaign.

**Specifics:** The campaign is inspired by the vibrant spirit of the Mediterranean Sea and is set around a special dinner. It showcases a series of styles designed for stylish adventurers; all feature the brand's signature Talisman, which signifies power and freedom and is echoed throughout the campaign.

**Selling Point:** The Fall/Winter 2024 campaign from Eyewear by David Beckham is vibrant and [Read more.](#)



### **FRAME COLLECTION**

#### **Ben Sherman Introduces Fall 2024 Series**

**Quick Take:** [L'Amey America](#) is presenting three new frames from Ben Sherman crafted entirely from sustainable materials.

**Specifics:** The new frames are Mark, High and Broadway. Mark is a square frame in two tone acetate with a translucent base. It is available in black, brown and dark gray. High is a rectangular acetate frame with colored metal trim accent. It is available in black, brown horn and elemental blue. Finally, Broadway is a rectangular combination [Read more.](#)



### **FRAME COLLECTION**

#### **Aspex Eyewear Presents EasyClip EC630**

**Quick Take:** [Aspex Eyewear](#) is presenting EC630, a new men's style from EasyClip.

**Specifics:** EC630 is a sleek, rectangular style with a plastic front and metal temples that feature monoblock plastic tips. It includes the patented TurboFlex hinge, which allows the temples to rotate 360 degrees. The frame is paired with an integrated magnetic solar clip.

**Selling Point:** EC630 is stylish and durable. [aspexeyewear.com/US](http://aspexeyewear.com/US) [Read more.](#)

To submit items for LaunchPad, email [LaunchPad@jobson.com](mailto:LaunchPad@jobson.com).