



L'AMY AMERICA LAUNCHES THE SPERRY KIDS COLLECTION

Wilton, CT, May 2016 – L'Amy America announces the new launch of the Sperry Eyewear line, Sperry Kids. Featuring styles for both boys and girls, these models are stylish and done in eye-catching colors that will appeal to the innate sense of curiosity and joy of discovery in kids.

The Sperry Kids Collection features several different patterns that incorporate bright, fun colors and emulate a carefree attitude. Classic, flattering shapes incorporate pops of color through the utilization of layered materials, signature hues and prints that evoke a sea-worthy style. Sperry Kids Eyewear gets them ready for any adventure on land or sea.

The styles for girls include the Fairlead, Mainsail, Portlight and Star Board, and are offered in a palette of purples, blues, pinks and tortoise. The Fairlead has a metal front and features the signature Sperry pattern, Watercolor Stripe, on a portion of the temples. Mainsail is an acetate front with colored, metal temples to match the inside frame color. An all acetate frame, Portlight features a floral design along the inside temples for a feminine and fun feel. Done in bright, rich tones, the Star Board has a contemporary front shape and translucent temple tips.



FAIRLEAD C03



MAINSAIL C02



PORTLIGHT C03



STAR BOARD C01

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The boys styles are the Shipmate, Spinnaker, Topside and Waterline. The Shipmate is an all metal frame with a bit of a sport feel to it- the temples feature line detailing in a color pop to match the temple tip. With a striped pattern lining the inside temples, the Spinnaker has a nautical feel. Topside has a classic rectangular front and features the Sperry burgee logo on a metal deco on the temple with a whitewashed line pattern on the inside. Paired with a metal front, the acetate temple utilizes double layered material with step down engraving to offer a fun color element.



SHIPMATE C03



SPINNAKER C02



TOPSIDE C03



WATERLINE C01

The Sperry Kids Collection is comprised of eight models – four girls and four boys – and consists of acetate, metal and combination designs. Each style is available in three colors and features a flex hinge along with the signature Sperry grommet on the temple tip. The collection will launch May 2016 and is priced at \$39.95 wholesale.

L'AMY America a wholly- owned subsidiary of the L'Amy Group is part of ILG (International Luxury Group)—one of the world's leading fashion accessories companies possessing a portfolio of internationally renowned licensed brands distributed. The group develops eyewear for brands such as ANN TAYLOR, BALLY of SWITZERLAND, BALMAIN, CERRUTTI 1881, CHAMPION, KENZO, NICOLE MILLER, ROCHAS, SONIA RYKIEL, and SPERRY, as well as its own house brands. ILG-L'AMY Group brings together eyewear, watches, handbags and jewelry under one international accessories company. For more information visit www.lamyamerica.com.

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