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L'AMY'S CHAMPION INTRODUCES NEW **PowerFlex TI** SERIES

Wilton, Connecticut – February 8, 2017 -- L'AmY America's Champion Eyes, announces the worldwide launch of a new 3-model series featuring Champion's own **PowerFlex Titanium(TI)** temple design. The new offering compliments Champion's existing collection of ophthalmics and sunglasses for men, tweens and extended sizes.

The new **PowerFlex TI** temple technology eliminates the need for the traditional, heavier-weight spring hinge system. A strategically placed, ultra-thin, titanium plate is inserted in the forward 1/3 of temple, then encased in dual-injected, soft-touch Gripol rubber. The titanium plate allows for extreme temple flex while the rubber casing provides soft touch and grip against the skin. An eye-catching, bi-colored Gripol logo adorns the **PowerFlex TI** temple, with the iconic Champion heritage scripted logo. At \$59.95 **PowerFlex TI** is an exceptional performance-to-value offering.

"This new series exemplifies Champion's product philosophy, of creating products designed to help people 'get their game on' in style and comfort with zero distractions" according to Connie Reiss, Worldwide Brand Manager, of Champion Eyes. "Champion creates innovative sport apparel so that you can do more of what you love when you're comfortable, and eyewear is no exception to this rule" Reiss explained.

Each model is available in 3 color options and the Champion collection is supported by an array of visual display materials.



CU201903 – Sport Rectangle
Size: 56-17-140



CU202001 – Semi-Rimless
Size: 55-17-135



CU202103 – Squared Semi-Rim
Size: 54-19-135

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.com/champion.

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, CERRUTI 1881, CHAMPION, KENZO, NICOLE MILLER, ROCHAS, SONIA RYKIEL, SPERRY, and TLG 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.