



Marketing News

Signature Eyewear's Dakota Smith Los Angeles brand



WHAT'S NEW... new launches

Signature: Dakota Smith Los Angeles

WEST COAST COOL

Signature Eyewear relaunches Dakota Smith Los Angeles, a completely new collection designed for a male "psychographic" that is young in spirit and original in thinking. Frames are made of monel/nickel silver combos, punched stainless steel and rich hand-made zyl. Key to the multi-cultural sensibility of the line is a "democratic bridge fit," which consists of adjustable pad arms with silicone nose pads on the metals and specifically designed laminated acetate pads on the zyls. Vintage shapes include wayfarer and clubman styles with gothic cross logo plaques on the temples and tooling details on the temple tips.

INSIGHT

The tag line for the new Dakota Smith Los Angeles collection is "Through the Eyes of Dakota Smith," which evokes a feeling of exploration both figuratively and literally—hence the vintage luggage motif.

PHILOSOPHY:

"Designed to meet the needs of that much coveted, but unquestionably underserved segment of the optical market, 18- to 35-year-old trendsetting men, Dakota Smith Los Angeles combines a modern aesthetic with iconographic elements that define "urban cool," says Jim Sepanek, designer Dakota Smith Los Angeles. "Clean, modern fronts are combined with vintage décor elements to convey an attitude that is both original and cool. Yet the Dakota Smith L.A. collection price points are attainable, making the eyewear accessible to a large part of the market."

MARKETING:

POP materials include display elements, posters, counter cards, door signage and logo plaques with a vintage luggage motif. Some packages include a vintage bag that can double as luggage.

PRICE POINT:

\$\$\$ For additional information, contact Signature Eyewear; (800) 765-EYES; web site: www.sigeye.com



Photographed by AMBER GALLAGHER/BLACK BOX STUDIO

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Dakota Smith Los Angeles Eyewear relaunches with "urban cool" style

The re-launch of *Dakota Smith Los Angeles* has gained its fair share of attention in the trade press. The highly respected *20/20* was enamored enough to devote an entire page to highlight the brand's new features, such as: tooling details on the temple tips, adjustable pad arms with silicone nose pads and the highly decorative logo plaques. Three of the new frames are shown. New POP will be available starting this week for in-store displays.