



Marketing News

Signature Eyewear's Dakota Smith Los Angeles brand

LAUNCHES

Signature Relaunches Dakota Smith Los Angeles

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LOS ANGELES—Signature Eyewear has relaunched their Dakota Smith Los Angeles Eyewear collection.

“Dakota Smith Los Angeles now fills a need that doesn’t exist in the Signature portfolio of brands,” said Jim Sepanek, director of business development for Signature and designer of the line. “In fact, the collection will fill a need in the marketplace as there is little out there to appeal to the underground trend setting man who seeks self expression in deliberately random fashion.”

The collection was designed to offer high quality optical and sun frames with a particular aesthetic that would appeal to a “psychographic” that is young in spirit and original in thinking;

access the collection. Clean modern fronts are combined with vintage décor elements to convey an attitude that is both original and cool.

The P.O.P. and merchandising mate-

“The collection will appeal to the underground trend setting man who seeks self expression in deliberately random fashion.” Jim Sepanek, Signature Eyewear



young men, 18 to 35, looking for reasonably priced eyewear with an original point of view.

The collection consists of conventional monel/nickel silver, punched stainless steel and rich handmade zyl acetate fabrications. Key to the collection is a “democratic bridge fit” that enables a wide array of facial shapes and bridges to

materials will feature the tag line, “Through the Eyes of Dakota Smith,” and will evoke a feeling of exploration both figuratively and literally, according to the company. Vintage luggage will be the theme for the P.O.P, while merchandising elements will include logo plaques, counter cards, door signs, display elements and posters.

The new Dakota Smith Los Angeles collection from Signature is priced to the dispenser between \$60 and \$70 for optical and \$70 for sun. ■■



The Identity in black (top) and the Confidence in midnight (bottom) from Dakota Smith Los Angeles by Signature.



A completely new collection relaunches Dakota Smith Los Angeles Eyewear

Vision Monday devotes an entire page to the newly re-launched Dakota Smith Los Angeles collection including an interview with Director of Business Development, Jim Sepanek. The new collection is aimed at young men, 18-35, who are young in spirit and original in thinking and are looking for reasonably priced eyewear. The collection makes a statement; it is fashion forward with an edge and judging by the reception it received at Vision Expo, we have a huge hit on our hands!