



# Marketing News

## Signature Eyewear's Michael Stars Eyewear Collection

**affordable fashion**

by Amy Spiezio

Frame fashions meet market demand for style and affordability with a fresh crop of brands and marketing strategies

**T**hroughout the retail landscape, savvy pricing strategies are ensuring that buyers are engaged and encouraged to keep coming out for more.

When it comes to frame dispensing, the focus today is on affordable product that doesn't sacrifice style or profit. Deciding how to approach the affordable market involves choosing from a rapidly expanding range of options.

In a white paper by Interbrand's Josh Feldmeth, "The Crisis Paradox," a study was made that determined shoppers are more aware of brands—and the value they deliver. "The same extraordinary forces that are freezing liquidity, threatening solvency, and forcing customers to cut back on purchases have also opened up brand choice—the customer moment of truth," Feldmeth writes.

In the optical market, the industry is facing this situation

By now consumers are increasingly aware of the price and value of frame styles. As a result, high-value, lower-price eyewear has taken off in the marketplace. Above: Junction City style. Beyond Park from Clearlites. Shown below: Michael Stars style. Glasses from Signature Eyewear (top) and Dookoora's. Scoop from East Image.

May 2009 **eyecare BUSINESS** Build Strategies For Profitable Dispensing

Click Here  
Building Traffic with Online Marketing

### Michael Stars Eyewear Collection Shown To Have Style AND Affordability!

Signature Eyewear prides itself on having frames on the boards that fit every price point. From our exclusive high-end fashion-forward couture frames from Carmen Marc Valvo to our newest color-infused fun collection from Michael Stars we have something for every customer's pocketbook. "Affordable fashion" has become the hottest

segment in the optical industry and Michael Stars fits right into the category. With contemporary styling and subtle temple detailing these frames sit squarely in current boards' most-trafficked area—one of affordability. Read the full article in the May issue of *Eyecare Business*. Thanks to Amy Spiezio for including us in this article.