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Signature Eyewear's Carmen Marc Valvo Eyewear Brand



Perfect Signature

The phones were ringing off the hook for Carmen Marc Valvo sunglasses during QVC's annual Super Saturday sale, a prestigious shopping event that raises money for the Ovarian Cancer Research Fund. The event, which was held in Bridgehampton, N.Y., was hosted by Kelly Ripa, Blake Lively and Barbara Walters. Celebrities, including Hillary Duff, Mena Suvari, Rachel Zoe and Russell Simmons, along with socialites and bargain hunters gathered to get in on the savings. For the third consecutive year, the television home shopping network QVC broadcast a two-hour segment to their 95 million viewers across the country.

Carmen Marc Valvo, who is a colon cancer survivor, showcased two of his favorite styles from his first collection, designed in collaboration with California-based Signature Eyewear: Hepburn, a boldly styled sunglass in violet, black and amber, and Garbo, an oversized sunglass with the signature CMV logo in brushed metal on the temple in black, truffle and bone. Viewers snapped up all the sunwear in four minutes, raising more than \$130,000 for the Ovarian Cancer Research Fund.

—Jaclyn Stewart



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Carmen Marc Valvo Eyewear Raises Over \$130K for Cancer Research

The October issue of *20/20* covers the successful collaboration between *Carmen Marc Valvo*, *Signature Eyewear* and *QVC*. *Signature Eyewear* donated frames from the Carmen Marc Valvo sunglass collection to *QVC*, who then sold them on-air and at a special celebrity-studded event in the Hampton's, which in turn raised over \$130,000 for Ovarian Cancer Research. Carmen, who is himself a colon cancer survivor, pre-recorded a segment for the television broadcast and then attended the event, along with Barbra Walters and Kelly Ripa, thanking everyone for their generous support.