



# Marketing News

## Signature Eyewear's Dakota Smith Brand



### Dakota Smith Model “Conviction” Featured in 20/20

Check out page 53 in the December issue of *20/20*. Dakota Smith Los Angeles model “Conviction” is featured as one of the “...right glasses for the right man.” Since its introduction in February of 2009, Dakota Smith Los Angeles has offered affordable luxury to urban trend-setters who seek eyewear with an original point of view.

Branded eyewear seems to dominate this space, forcing the consumer to assimilate to a brand’s image. And eyewear that provides

a unique perspective is usually priced at the high end of the market. In contrast, Dakota Smith Los Angeles provides a democratic solution that meets this consumer’s demand for frames that are uniquely “cool”, while being priced at a level that is accessible for everyone.