



Marketing News

Signature Eyewear's Michael Stars Brand

Michael Stars “Dolce Vita” sunglass featured in *InStyle* magazine

On newsstands now, see a featured Michael Stars sunglass, “Dolce Vita”, in January’s *InStyle* magazine. Although this style was created for Michael Stars retail, it is a great public relations opportunity for our eyewear and sunwear styles. *InStyle* magazine has a circulation of over 1.7 million in the United States, not including newsstand sales.

In the beginning, the company was modestly run out of a garage by three family members, all of whom remain with the company today—Michael Cohen, his brother Stuart and Suzanne Lerner. Today, the company has grown to over 200 employees, and has concurrently seen its distribution expand from the local Southern California market to all 50 states and beyond.

“Michael Stars is the 20-year old T-shirt company many credit with giving birth to the trend for fitted T’s,” says *Los Angeles Magazine*.

Offering more than 200 styles in over 30 colors per season, the Michael Stars collection of tees includes a wide variety of styles available in better department stores and specialty stores across the nation, as well as internationally.

More great optical and sunwear styles are on the way, in sync with the contemporary and comfortable look of Michael Stars clothing and accessories!

See other Michael Stars press features at www.michaelstars.com/press_edits.php.