

Signature Eyewear News

Signature Eyewear's Laura Ashley Girls Brand all over July 20/20!



WHAT'S NEW new launches

SIGNATURE EYEWEAR: LAURA ASHLEY GIRLS

A BOUQUET OF GIRLY STYLE

Signature Eyewear launches Laura Ashley Girls, a 10-piece collection of zyls and metals targeting girls ages to 12. Styles consist of variations on ovals and rectangles incorporating patterns from the Laura Ashley Girls wallpaper and bedding collections. Die-cut floral motifs and tassel accents add decorative accents. Frame colors consist of shades of pink, blue, mango and brown. Eye sizes range from 45mm to 48mm with bridge sizes of 14mm and 16mm and temple lengths of 125mm to 128mm. All frames are equipped with spring hinges.

PHILOSOPHY: "Laura Ashley Girls eyewear encourages girls to grow up in a wholesome, fun way by expressing their look individually and uniquely," says Jill Gardner, Signature senior vice president of design. "The collection, which is an extension of the highly successful Laura Ashley Girls dress and footwear collection currently available through Laura Ashley USA, is also targeted to parents during an appropriate collection for their children."

PRICE POINT: \$15 For additional information, contact Signature Eyewear, (800) 765-EYE, with site www.signature.com

INSIGHT: The floral motif, a signature element to the Laura Ashley brand, is integrated in a variety of forms throughout Laura Ashley Girls eyewear and merchandising materials, ranging from such frame styles as Wild Flower, Flower Power and Petal Pusher, and frame colors, ginger rose and almond blossom, to floral patterns and accents.

MARKETING: Merchandising materials are centered around four possible floral motifs, each in the shape of an oversized flower that can be arranged interchangeably. A peaked mirror complements the motif. Other elements will be added throughout the year. Floral clear plastic cases in three colors featuring a Laura Ashley patterned interior are available.

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Style shown on upper left model:
Secret Wish in Amber Ice.
(Available September/October 2010).

Styles shown, from top to bottom:
A Bloomy Day (Available July 2010),
Paisley, and Petal Pusher
(Both available August 2010).