

LaunchPad: Frame Collection

L'Amey America Introduces Ann Taylor Spring 2024 Collection

By Staff

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Quick Take: L'Amey America is introducing six new ophthalmic styles in the Ann Taylor Spring 2024 ophthalmic collection. Two of these models are equipped with a magnetic sunglass clip.

Specifics: This latest launch includes both regular and petite size fits. Design details include multi-hued soft ombres, marbled patterns, metal embellishments and more. Shapes include a feminine cat-eye, pillow, wayfarer and rounded square silhouettes constructed of acetate and stainless steel. All models feature enhanced size nose pads and spring hinges.

Selling Point: L'Amey America associate brand manager Maria Terada said, "The design details throughout the Ann Taylor eyewear collection, using finest materials, align with each woman's personal and professional style sensibility. Clip-on demand is increasing in the market and the consumers are seeking an alternative to the usual offering. Our consumer wants timeless sophistication, exquisite detail and at the same time modernity. Our lightweight and durable TR90 clip with polarized lenses not only blocks glare but provides visual clarity and comfort. It is the perfect mix of function and fashion."

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AT350CP with sun clips (top) and AT830.