

LaunchPad: Frame Collection

L'Amey America to Launch 2BB: Optical Collection at Vision Expo East

By Staff

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Quick Take: L'Amey America will unveil its launch collection of 2BB: Eyewear, in collaboration with Two Blind Brothers, at Vision Expo East. Through the collection, L'Amey America will contribute a portion of sales toward finding a cure for blindness.

Specifics: The 2BB: optical collection includes 16 styles, each available in three colors. The women's collection features sleek acetate and trend-driven, easy-wearing shapes and fashionable combinations, while the men's collection incorporates memory metal in every silhouette. With sizes ranging from 50-54 across the collection, each frame offers a tactile "feel" with braille on the temple tips spelling out "BROTHERS."

Selling Point: Stephen Rappoport, CEO at L'Amey America, said, "We are excited about the launch of the 2BB: optical collection with Two Blind Brothers. This collaboration is a testament to our dedication to making a positive impact within the optical community, by offering our customers a unique and purposeful product. Our collaboration with Brad

and Bryan Manning has been so impactful to us and our customers from the very beginning."

Two Blind Brothers was co-founded by brothers, Brad and Bryan Manning, with the goal of donating 100 percent of profits towards finding a cure for blindness. Both brothers were both diagnosed with Stargardt disease at a young age, causing them to lose their vision over time. Through their luxury clothing brand and Shop Blind Challenge, they have given \$1.7 million to support the mission of organizations like Foundation Fighting Blindness and other clinical retinal organizations to find therapies and cures for blinding retinal diseases. L'Amey began working with the organization in 2021.

Bryan Manning, co-founder of Two Blind Brothers, said, "L'Amey is the right partner with the right mindset and desire to give back within the optical community. This collection brings us back to the beginning of our journey, in an optometrist's office. To now be the brand on the wall, helping others achieve better vision, is the greatest gift we could imagine."

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