

**PRESS RELEASES**

# Announce Eyewear Partnership for Champion Eyewear

L'amy America will continue producing Champion optical and sunglass products, building on over a decade of success with the iconic brand.



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**(PRESS RELEASE)** NORWALK, CT — [L'amy America](#) announces the multi-year extension of its Champion licensing agreement in partnership with [Authentic Brands Group](#) (Authentic), a global brand development, and licensing platform. L'amy America, as premium eyewear brand specialists, will continue the design, manufacture, and distribution of Champion optical and sunglass products for men, women, and youth, solidifying over a decade of success with one of America's most beloved and iconic brands.

"The extended partnership with L'amy America allows us to bring Champion's iconic spirit of innovation and comfort to even more consumers across generations. Together, we'll keep pushing the boundaries of design and performance in eyewear, staying true to Champion's legacy while meeting the evolving needs of today's active, fashion-conscious individuals," said Steve Robaire, EVP of Reebok and Champion, Authentic Brands Group.

Champion's eyewear collection is recognized for its combination of high-performance functionality, superior comfort, and modern, sport-inspired design. Offering a diverse range of styles and specialty sizes, the collection serves a broad demographic, with 45% of offerings dedicated to men, 30% to youth, and 25% to women. Crafted with high-quality materials and drawing from over 100 years of Champion brand history, the collection is an essential addition to any active lifestyle.

"Champion is one of the world's most well-known, sport-lifestyle brands, and is leading the industry in digitally connecting with multiple consumer generations" said Stephen Rappoport, CEO of L'amy America. "We are so pleased to confirm the new partnership with Authentic and look forward to many more years of Champion growth," said Rappoport.

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