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LaunchPad: Frame Collection

## L'Amey America Launches New Women's Collection by Champion

By Staff

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"LOOK" CULOOK03 blue-pink, rose tortoise



"The Metals Quartet" EMI, MAI, BEA, REAL (top to bottom)

**Quick Take:** L'Amey America unveils a new 20-model women's optical and sun collection by Champion.

**Specifics:** The new Fall 2024 collection features an assortment of handmade acetate options in addition to a quartet of distinctly colored stainless-steel designs. Design elements include laminated color blocking and key shapes like cat eyes, perfect rounds and glamorized squares. Bold, energetic color is also present with electric azure, vibrant fuchsia and classic Champion scarlet red all playing key roles. A total of 14 new ophthalmic models (42 skus) and 6 new sunglass models (18 skus) will be offered.

**Selling Point:** L'Amey America brand director Connie Reiss said, "Female consumers represent nearly 50 percent of Champion's global sales. We believe women are looking for more than just a designer name. Women desire trusted brands and have long embraced those brand leaders prominent in the athleisure space such as Champion. Our new collection is casual, easygoing and trend right, perfect for the confident young woman who embraces social inclusion, and not fashion elitism."

[www.lamyamerica.com](http://www.lamyamerica.com)