

LaunchPad **New Products and Technology**

Now Incorporating VMail ProductWatch and VMail Technology



FRAME COLLECTION

WestGroupe Debuts AW24 AllSaints Optical Collection

Quick Take: [WestGroupe](#) has launched the Autumn/Winter 2024 optical collection from [AllSaints](#).

Specifics: The collection features bold shapes crafted from chunky and layered acetates, featuring intricate bevels, crystal and clear laminations, premium metal hardware, textured pattern core wires, brushed texture finishes, mixed metals and much more. The color palette includes khaki, camouflage and greys. New women's styles include Athena, Ophelia and Agatha; new men's styles include Miles and Merlin.

Selling Point: The new [Read more.](#)



FRAME COLLECTION

L'Amy America Launches Ann Taylor Fall '24 Collection

Quick Take: [L'Amy America](#) has unveiled the Ann Taylor Fall 2024 ophthalmic styles.

Specifics: The new styles feature geometric and cat eye silhouettes with architectural dimension and multi-color blocking detail. Materials include cellulose acetate and stainless steel. These styles are designed for ages 18 and up with a size range of 52mm to 53mm.

Selling Point: L'Amy America associate brand manager Maria Terada said, "With feminine detail, timeless design and color, Ann Taylor eyewear is [Read more.](#)



FRAME COLLECTION

Geek Eyewear Presents Hipvue

Quick Take: Geek Eyewear, from [LTD Eyewear](#), presents style Hipvue.

Specifics: Hipvue is a modified, unisex square shape with an extra deep construction to adapt easily for progressive lenses or Rx sun lenses. This handmade acetate frame is available in black, jasper and tortoise. It features translucent temples with a decorative core wire.

Selling Point: Geek Eyewear's Hipvue is stylish and detailed. [shop.ltdeyewear.com](#)
[Read more.](#)

To submit items for LaunchPad, email LaunchPad@jobson.com.