



L’Amy America Launches Eight New Larger Size Women’s Ophthalmic Frames in a New Category “Nicole Miller YourFit”

Wilton, Conn. – July 2016. L’AMY America is launching a new category of ophthalmic frames for women whose facial shapes call for a larger frame but don’t want to sacrifice modern, sophisticated styling. Called “Nicole Miller YourFit”, the inaugural launch will feature eight styles in three colorways ranging in size from 54-16 to 58-17. Known for her signature graphic prints and innovative silhouettes, the Nicole Miller YourFit collection reflects the downtown urban vibe of New York City with signature temple details, easy to wear modern shapes, and rich, feminine colors executed in larger sizes.



*NM Antwerp 56-17-140
Tonal colors, raised pyramid studs for fem tough girl chic*



*NM Bateau 55-15-140
Modern shape, tonal colors, signature Nstar, color blocked texture detail*



*NM Bedlow 54-16-137
Cat-eye shape, Spring 2016 NYC runway influence with NYC street grate temple detail*



*NM Fitzroy 55-17-137
Semi-rimless metal shape, Spring 2016 NYC runway influence with metal twist and rivets for fem tough-girl chic*



NM Brook 56-16-140
Tonal colors, celtic metal detail
for tough girl chic



NM Bloomfield 54-19-140
Rounded shape, four rivets on temple,
double laminates for interest



NM Eden 56-16-140
Solid metal front, quilted temple
with metal studs



NM Emerson 58-17-140
Semi-rimless metal, cut out tonal diamonds
with raised rivets in contrasting color

“With the success of the Nicole Miller brand in the market and customers responding to Nicole’s modern, urban designs and tough-girl chic, we recognized there was a need to take the same design sensibilities and size the frame up so that women who need larger size eyewear can also wear the same beautiful, modern design,” says Cheryl Canning, Worldwide Brand Manager Nicole Miller. “The collection will be available in October, and from early word of mouth, we can’t get it to the market fast enough!”

Wholesale price for each style is \$59.95 and the collection will begin shipping October, 2016.

L’AMY America a wholly- owned subsidiary of the L’Amy Group is part of ILG (International Luxury Group)—one of the world’s leading fashion accessories companies possessing a portfolio of internationally renowned licensed brands distributed. The group develops eyewear for brands such as ANN TAYLOR, BALLY of SWITZERLAND, BALMAIN, CERRUTTI 1881, CHAMPION, KENZO, NICOLE MILLER, ROCHAS, SONIA RYKIEL, and SPERRY, as well as its own house brands. ILG-L’AMY Group brings together eyewear, watches, handbags and jewelry under one international accessories company. For more information visit www.lamyamerica.com.

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