



Masterful Workmanship With British DNA

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L’Amy America has added three new styles to its Ben Sherman Made Green collection. The new Fall 2024 ophthalmic styles are all environmentally friendly crafted in sustainable materials, such as biodegradable acetates and recyclable stainless steel.

This launch boasts three new optical styles in timeless rectangular and geometric silhouettes with design trend, such as sculptural bevel and cut-down details. These understated shapes arrive in traditional black, brown, and gunmetal color scheme. The paddle-shaped temples are adorned with signature Ben Sherman logo and Mod icon, originated from the Royal Air Force back in the First World War.



“Traditional rectangular silhouette has elevated and transformed into modern version with a sculptural touch creating multidimensional effects, while the geometric style brings on-trend stylish design. All three styles feature small yet intricate details that individually represent Ben Sherman’s DNA,” says L’Amy America Associate Brand Manager **Maria Terada**.

The Ben Sherman eyewear is characterized by quality of sustainable materials, masterful workmanship and British DNA in details. Focusing on narrower fit, the new ophthalmic range is 51mm to 52mm with spring hinges for all-day comfort. The entire collection is backed by L’Amy America’s 3-year extended warranty.

[Read more about L’Amy America brands on WO here.](#)