



L'Amey America

Champion Eyewear: A Brand That Resonates

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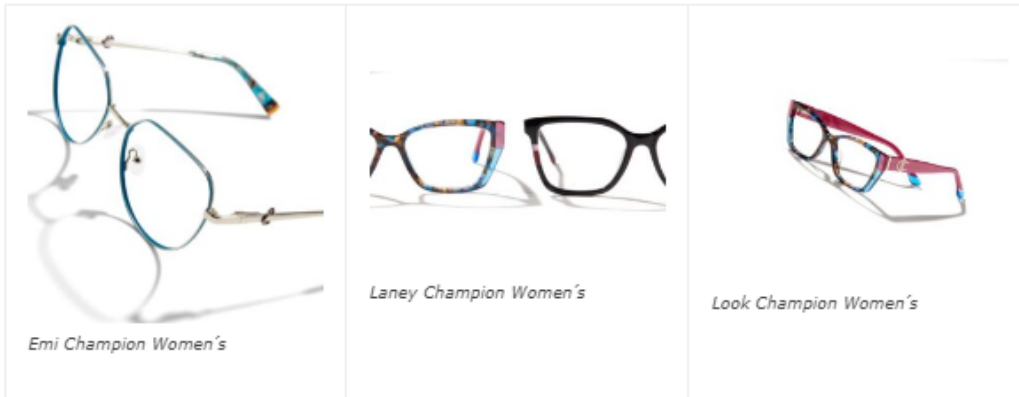
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In an optical, staying ahead of trends is crucial, especially when it comes to appealing to the younger consumer base. In August, [L'Amey America](#) unveiled a new, 20 model, women's optical and sunglass collection by Champion, one of the world's oldest sports brands, positioning itself as a key player in the sport-lifestyle segment. Unlike many brands that cater predominantly to either male or female consumers, Champion has created a line that appeals equally to both. It has a strong foothold among the 18-30-year-old demographic.

This launch presents an opportunity to connect with a generation that values authenticity, diversity, equity and inclusion (DEI). Champion's strategy is centered on these principles. These resonate with millennial and Gen Z audiences through high social media engagement and a brand ethos that goes beyond just eyewear.

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Champion isn't just a brand; it's a platform for change, embodying the spirit of its slogan, "What Moves You." This message transforms the brand from a static noun to a dynamic verb, encouraging consumers to be champions in their own right, whether in sports, lifestyle or community involvement. This ethos is a crucial selling point for opticians, as it aligns with the values that younger consumers hold dear.



LEVERAGE THE BRAND



Metals are popular in the Champion Women's line.

Consider how to introduce Champion's new collection to your patients and customers. Think about how you can leverage the brand's strong connection with **younger** consumers. Engage them with stories about how Champion empowers individuals and communities. Highlight the brand's commitment to DEI and its relevance in today's social landscape. By doing so, you'll not only be selling eyewear but also connecting with a generation that values brands with a purpose.

This launch can provide an opportunity to align your practice with a brand that is truly resonating with the next generation of consumers. Champion's trajectory as a "cradle to grave" brand makes it a unique player in the market. Its new women's line is set to solidify its presence among younger consumers. The question isn't just about carrying Champion eyewear—it's about championing the values and lifestyle that come with it.

[Read more about L'Amey America brands on WO here.](#)