

∞ Marketing News ∞

Signature Eyewear's Michael Stars Eyewear Collection



WHAT'S NEW... new launches

Signature: Michael Stars Eyewear

STARRING COLOR

Under a worldwide licensing agreement with Michael Stars, a Los Angeles-based, lifestyle clothing brand, Signature Eyewear launches Michael Stars eyewear. Like the clothing, the eyewear targets contemporary women of all ages who love color. Included are eight ophthalmic styles, seven sunglasses and three readers offered in a wide array of materials and colors, ranging from black and brown to teal, pink and purple. Some of the styles feature a laser pattern also used in the Michael Stars Spring 2009 apparel. Shapes include variations on rectangles and ovals in the ophthalmic collection and aviator, navigator, oversized square and wrap designs in the sunglasses. Six of the sunglasses are Rxable. Readers are offered in powers of 1.00 to +2.00 in 0.25 and 0.50 diopter steps.

PRICE POINT:
 \$\$, \$ (readers). For additional information, contact Signature Eyewear, (800) 765-EYES; web site: www.sigeys.com

PHILOSOPHY:
 "Michael Stars has been a continual pioneer in creating "casual couture" since its founding in 1986. Our design direction for eyewear mirrors the company's passion for relaxed, wearable silhouettes that complement a woman's everyday wardrobe," says Jill Gardner, Signature's senior vice president of design. "Colors are inspired by the Michael Stars palette and California beach tones—dune, aqua and reef."

MARKETING:
 Merchandising materials include one- and three-place displays, counter cards, block with image and logo block. Cases reflect the look of the signature "shine" fabric in Michael Stars clothing and are available in black sparkle and silver sparkle.

INSIGHT
 Michael Stars gained recognition for creating "casual couture" based on the T-shirt. The company produces 200 styles of T-shirts available in 30 colors each season as well as dresses, a sweater collection, a new fleece collection and a line for babies called Mikey Stars. Michael Stars currently has seven retail stores.



Photographed by ANNE GALLAGHER/BLACK BOX STUDIO

Michael Stars Eyewear Collection

"Michael Stars is a Los Angeles-based lifestyle brand that understands the need for every woman to find the perfect Tee. The innovative designs and colors will allow Signature Eyewear designers the opportunity to create a fast-turning seasonal product that we believe will fuse fashion and eyewear as one." — Michael Prince, CEO of Signature Eyewear.