

## Signature Eyewear's Carmen Marc Valvo Brand



### **Carmen Marc Valvo rings opening bell for Nasdaq and takes over the jumbotrons in Times Square to ring in New York Fashion Week 2010!**

Carmen Marc Valvo is a quintessential American designer who, since 1989, has been exploring his soul's desire to bring glamorous dressing to every woman's life. Valvo's professional career began as a ready to wear designer for Nina Ricci in Paris, followed by a stint at Christian Dior. But by 1989 he was ready to launch his own label. With only a few thousand dollars, Valvo fearlessly pulled together a collection to show to department and specialty stores at the fall market in New York. His sportswear was an

instant success and was bought into several top stores, but it was his eveningwear, his true passion, that captured the hearts of buyers at both Saks Fifth Avenue and Neiman Marcus. Having established a solid reputation with his Collection line, Valvo launched Carmen Marc Valvo Couture in 1998, in response to overwhelming demand from his celebrity and VIP clients, who wanted original Carmen Marc Valvo creations that would set them apart from the fashion pack. The Couture collection is presented twice a year during the

New York Fashion Week. Carmen is also an ambassador for the Entertainment Industry Foundation's (EIF) National Colorectal Cancer Research Alliance (NCCRA). A colon cancer survivor, Carmen has utilized his designs to help with many causes over the years. In March 2006 Carmen received the first ever Advocate Award from Katie Couric.