



Marketing News

Signature Eyewear's bebe Brand

FROM SIGNATURE: Sweet Face, a new optical model in the **bebe eyewear** line is strong, sexy, and stylish. Offered in three beautiful laminate tones of girly black, storm cloud, and amber jade, this style provides eye candy for every bebe girl. The starburst logo adds a hint of flirtation with Swarovski crystals and rivets surrounding the “inverted b” logo. Miss Diva is a petite-fitting, Rx-able sunglass and the partner to Sweet Face. The amber and black colorways also feature the playful starburst logo on both temples. Please call 800-967-2020 to order.



bebe's Sweet Face and Miss Diva covered in BlockBusters review

The August issue of the Block Buying group's newsletter *Blockbusters* highlights the bebe optical frame Sweet Face and its sunglass partner Miss Diva in its monthly round up of new frames. Both frames, shown in amber jade tortoise, feature the 'inverted b' logo surrounded by a

sunburst of Swarovski crystals and rivets on the temples. The frames, which are also available in girly black and storm cloud, are in-house and available for immediate delivery.