



# MARKETING NEWS

• WHAT'S GOING ON IN THE WORLD OF SIGEYE?

## Signature Eyewear's Rough Justice Eyewear Brand



# SIGNATURE EYEWEAR: ROUGH JUSTICE

ROCKING GIRLY GLAM

Signature's Rough Justice eyewear collection debuts, featuring eye-catching styles in fierce designs with pops of vibrant color. Inspired by the funky footwear collection of the same name, the eyewear line is targeted to women with a real attitude and an edgy fashion sense. Highlights consist of hand-painted animal prints, sparkly laminates and laser-carved details. Included are 15 ophthalmic frames and three Rxable sunglasses. Frames are made of zyl, recycled plastic, metal, including stainless steel, and combinations of metal and plastic. Most styles are equipped with spring hinges.

### PHILOSOPHY:

"The Rough Justice eyewear collection focuses on delivering a funky, fashionable, standout product that still incorporates technological features and benefits to customers at a reasonable price," says Michael Prince, Signature CEO. "The fresh splashes of color create a glamorous feel to this sexy eyewear, and the shapes and sizing flatter any woman bold enough to be a Rough Justice gal."

### MARKETING:

Merchandising materials include two- and four-place acrylic displays, hanging vinyl banner, counter cards and logo plaque. Each style comes with a case. The sunglass cases have a zipper and can double as makeup bags. Gifts for participating retailers include eye shadow, lip gloss, metallic makeup cases and coin/key holders.

### PRICE POINT:

\$\$\$. For additional information, contact Signature Eyewear, (800) 765-EYES; website: [www.sigeye.com](http://www.sigeye.com)

Rough Justice Eyewear gets big press in *20/20 Magazine!*

