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October 04, 2011



Quattro™ Advanced-Chemistry Lens Polish
2011 OLA Award of Excellence Winner



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ALSO NEW



LAUNCHES

PM International Re-launches Matsuda Eyewear



More Images

Quick Take: New eyewear distribution company, PM International, has officially re-launched

Matsuda Eyewear in North America. A legendary Japanese eyewear brand, Matsuda was known for its exquisite craftsmanship and impeccable attention to detail, design and materials.

Wearer: Longtime fans of Matsuda, luxury eyewear aficionados and those yet to discover the brand.

Specifics: Handcrafted in Japan, the 24 styles fall into three distinct collections: the Precious Collection which makes use of

hand engraved sterling silver and 18k solid gold; the Essential Collection which features new designs drawing upon classic Matsuda details made of pure titanium, stainless steel and premium Japanese acetate; and the Heritage Collection, launching later in 2011 consists of limited production re-issues of best selling original styles.

Selling Points: A top selling brand through the late 1980s and 1990s, the 2011 Matsuda eyewear collection puts a fresh spin on the iconic frames of the past. The luxury eyeglasses and sunglasses from the late fashion designer Mitsuhiro Matsuda, considered to be one of the most influential eyewear designers in history, have not been distributed in the U.S. since the early 2000s. Sleek, elegant and timeless, Matsuda fulfills this decade's need for understated luxury. Each frame is handmade one at a time and the collection will be exclusively distributed in the top eyewear retailers in North America. "We are privileged to have been given the opportunity to carry on the Matsuda legacy. It is our challenge to breathe new life into this legendary brand while paying homage to its past," said James Kisgen, CEO of PM International. PM will roll out a soft launch later this fall in France, Italy and Germany before making our strong push in Europe in 2012.

Price Guide: \$\$\$\$\$

www.matsuda-eyewear.com

ALSO NEW

Wescan Adds New Styles to Fysh UK

Wescan has introduced seven new models to their Fysh UK collection for fall 2011 featuring a variety of shapes in rich autumnal colors reflecting the fall trends seen on the runway. The new Fysh collection adds character and style with innovative and abstract designs with a modern edge in eye sizes that range from 51 to 54. www.fyshuk.com