

# WestGroupe

## WestGroupe to launch Life Italia Kids Eyewear Collection



WestGroupe is pleased to announce a distribution agreement with World Optik SRL for the North American distribution of Life Italia Kids. The initial launch of Life Italia Kids in Canada and the USA is set for early 2020.

Created to meet the needs of parents and their little ones, the Life Italia Kids eyewear collection offers unsurpassed durability, a comfortable fit and adorable styles for kids aged 3 to 16 years old.

Featuring innovative Multi-Flex technology, this advanced collection delivers fashion and function. Designed in-house in Italy 12 years ago, the Multi-Flex hinge is constructed from medical rubber and can flex 270 and jump back to its original position, offering unparalleled flexibility and durability. The result is safe, functional eyewear with less need for replacement of broken temples. The dual injection frames, constructed from Swiss grilamid and medical rubber, are hypoallergenic so parents can rest assured their kids aren't putting any harmful chemicals in their mouth or on

their skin. The medical rubber provides flexibility, strength, and high performance with a pleasant soft-touch feel.

“WestGroupe is thrilled to begin 2020 with a new addition to our product portfolio. This 100% made in Italy kids’ collection will be a fantastic complement to our Superflex® Kids collection as it will satisfy those parents looking for durable, “active” eyewear. Life Italia Kids has been highly successful globally, and we are excited to bring this quality brand to North America.”

-Beverly Suliteanu, VP of Product Development

**LIFE ITALIA** Created to meet the needs of kids and their parents, the Life Italia Kids eyewear collection offers unsurpassed durability, a comfortable fit and great styling for kids aged 3 to 14 years old. Manufactured in Italy and featuring the innovative Multi-Flex hinge, Life Italia eyewear is perfect for kids that are tough on their glasses. The Multi-Flex hinge, constructed from medical rubber, can flex 270 degrees and jump back to its original position, offering unparalleled flexibility and durability. The dual injection frames, constructed from Swiss grilamid and medical rubber, are hypoallergenic so parents can rest assured their kids aren’t putting any harmful chemicals in their mouth or on their skin. The collection features a variety of eye shapes in sizes ranging from 41-51. On the smaller sizes the lowered bridge and nose pads provide for a better overall fit for young children. Each style comes with an adjustable safety strap to hold the frame in place, especially during sports and other physical activities. The result is safe, functional eyewear built to withstand the active lifestyle of today’s children.

#### **ABOUT WESTGROUPE**

Established in 1961, WestGroupe is family owned & operated with over 55 years of industry insight. Their mission has always been to provide unique and superior quality eyewear for the fashion-focused consumer. The company is driven by their customer commitment to excellent service and exceptional product.

WestGroupe is dedicated to defining future standards in the optical business by developing, creating, and supporting innovative products and services that allow their customers to succeed. WestGroupe offers a premium selection of international brands in over 40 countries, including FYSH, KLiik denmark, EVATIK and Superflex®.