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## Introducing FYSH, UK urban kool eyewear by Jeanne Beker.

Style



[1]

Optical industry leader, WestGroupe, is proud to announce the partnership of its contemporary FYSH UK brand with celebrated fashion icon, [Jeanne Beker](#) [2], for the launch of a signature collection of eyewear. A portion of sales from this capsule collection will be donated to a charity close to Jeanne's heart - [Dress for Success](#) [3], a not-for-profit organization that is dedicated to

empowering women and inspiring them to put their best foot forward, both in terms of attitude and dress.

"Jeanne Beker is undeniably one of the most esteemed women in the fashion industry, both here in Canada <sup>[4]</sup> and around the world," says Beverly Suliteanu, Vice President of Product Development for WestGroupe. "We are delighted to be working together to develop a multi-faceted and inspirational collection of fashionable, design-driven eyewear with a philanthropic connection."

"WestGroupe is an exciting, well-established, Canadian company with great international ties and a cool range of very eclectic brands under their umbrella," says Jeanne Beker, host of Bell Media's FashionTelevisionChannel. "When they approached me about the possibility of 'editing' a capsule eyewear collection with FYSH UK <sup>[5]</sup>, with part of the proceeds going to one of my favourite causes, how could I resist?"

FYSH UK's slogan, 'Hooked on Life,' extends far beyond the realm of ophthalmic lenses and frames, encompassing and encouraging the philosophy that each and every individual is unique, and must embrace and celebrate their differences in a united effort to experience the fullness of life.**in icon**

"FYSH UK has a handle on what's cool and ultimately, what's wearable in the eyewear department," says Beker. "The unusual materials that they use, and the creative artistry inherent in so many of their styles, coupled with their great colour palettes and slightly edgy looks really spoke to me, and made me feel this was one brand whose designs could really resonate with women looking for a bit of a fashion forward attitude, without going too wild. Reserved edge--that's the way I see what the brand stands for."



[6]

Set to launch in January 2013, the collection of stylish specs feature 6 unique models each with 4 colour variations as well as a Jeanne's signature frame that will come in a limited bold black and white print. The fashionable frames will be available at optical retailers nationally across Canada.

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The ANOKHI Blog

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