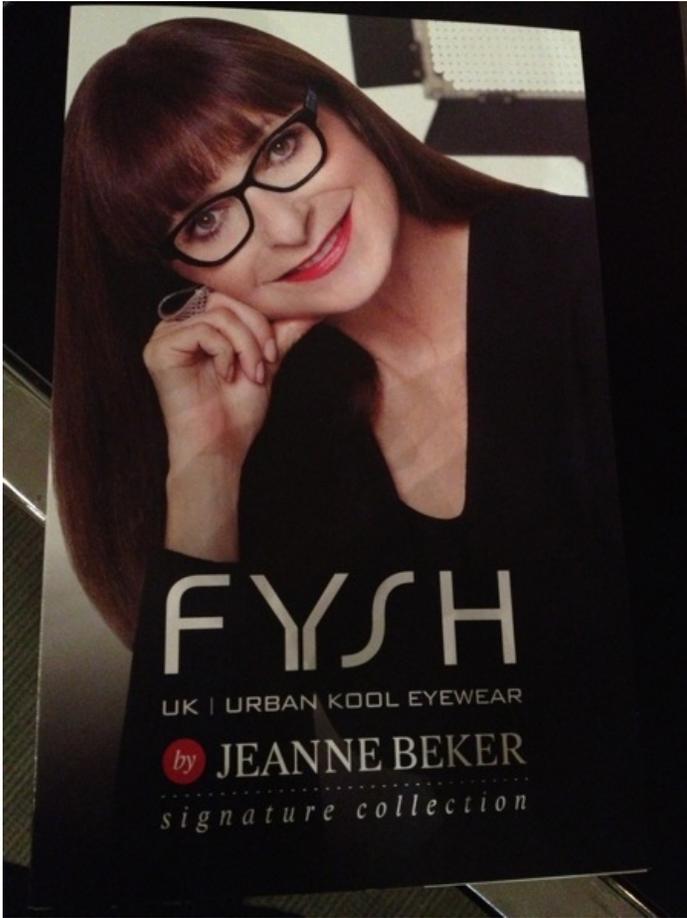


toronto city gossip

Jeanne Beker – FYSH UK Eyewear

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Fashion meets Philanthropy with Jeanne Beker's signature collection for Fysh.

On Wednesday, I had the incredible opportunity to attend the official Toronto launch of the collection downtown at Design Exchange.

FYSH UK (UK standing for Urban Kool) Eyewear is one of the more modern and edgy brands of Westgroupe. Jeanne teamed up with Fysh to release a special collection across national optical retailers in January 2013.

Right when I stepped in the room, I was blown away by how amazing everything (and everyone) looked. Glamorous but inviting. Design Exchange was a perfect location for this event as it showcased the launch against a beautiful backdrop of Toronto by night. The waiters with cute hors d'oeuvres and the delicious STLTO wine only added to the elegance of the evening.

The collection itself also featured stunning and modern pieces that are a necessity for every fashionista's wardrobe. With multiple colours, textured temples, and a variety of styles including both classic and modern, the collection was a big success and I can definitely foresee these pairs selling out fast!

Glasses are an accessory that is so fun to play around with yet most times, people just stick to the classic look and divert from the more edgy pairs. I have to admit that I am also guilty of this, having worn glasses for the better part of my life.

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One of the best parts of the evening was being able to try on the different pairs in the collection and see how they fit. At each try-on station, there were also staff that assisted you with choosing out frames that were both comfortable and chic. I found the staff to be extremely approachable and friendly and felt that they did an exceptional job with helping me choose the right frame for me.



One of the most touching and meaningful aspects of both the event and the collection are its philanthropic purposes. Fysh along with Jeanne Beker are running a campaign called Frame it Forward – at the event, you could take a photo inside a large photo frame and then go check out the photos on Facebook. For every like the collection's page receives, it is donating \$1 to Dress for Success, a not-for-profit aimed towards helping disadvantaged women succeed professionally by providing them with the wardrobe and skills they need to be competitive. Additionally, proceeds from the collection's sales will also be donated to Dress for Success.

I always love it when fashion is paired up with a social cause because it goes to show that fashion isn't just about looking good, it's also about doing good.

You can find out more information about Fysh and Jeanne Beker's collection at <http://www.fyshuk.com/> or by following @fyshnation and @Jeanne_Beker on Twitter.

We predict this collection will sell out fast, so make sure to get your pair fast when the collection launches in January 2013! 😊

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