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EYE SPY: JEANNE BEKER LAUNCHES EYEWEAR COLLECTION

RICHARD AND MARC NOVEMBER 15, 2012 COMMENTS (0)



Canadian fashion icon Jeanne Beker has had a very busy year. At the helm of her successful 'EDIT by Jeanne Beker' collection, now in its 3rd year, dozens of fashion show invites to attend, and hours of charity work under her belt with organizations like Dress For Success and educational centre Zareinu; you would think she wouldn't have much more to squeeze in! However, we are talking about Jeanne Beker, a household name here in Canada, and she didn't get to the top of the fashion crowd without lots (and lots) of hard work.

We're happy to see the press release that Jeanne has partnered with **WestGroupe**, a leader in the optical industry, to launch a signature eyewear collection. Partnering with the contemporary FYSH UK brand the capsule collection will launch in January 2013 and consist of 6 unique models each with 4 colour variations as well as Jeanne's signature frame that will come in a limited bold black and white print. A portion of sales from this collection will be donated to Dress for Success, 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.

"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, with part of the proceeds going to one of my favourite causes, how could I resist?"

The eyewear collection will be available at optical retailers nationally across Canada. To learn more about the Dress For Success foundation [click here](#).



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Richard and Marc launched Toronto Is Fashion back in 2010 and have been working on bringing attention to the Canadian fashion industry. Toronto Is Fashion covers fashion and lifestyle events, previews and news.

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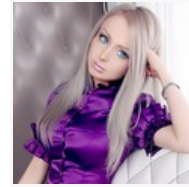
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