



WESTGROUPE AND CANADIAN FASHION ICON TO LAUNCH CAPSULE COLLECTION

2012-09-20



and around the world.

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WestGroupe announces the upcoming partnership of its contemporary FYSH UK brand with the celebrated fashion icon Jeanne Beker for the launch of a signature collection of eyewear. A portion of the sales from this capsule collection will be donated to a charity close to Jeanne's heart – Dress for Success, a not-for-profit organization that provides tools for career development to economically disadvantaged women.

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

Involved over the years in various media – radio, television, Internet, magazines – Jeanne Beker is one of the most iconic and influential women in the fashion industry, both in Canada