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OPTI-NEWS

WestGroupe Launches New Balance Kids Eyewear

WestGroupe is pleased to announce an agreement with Eyewear Designs Ltd. for the Canadian distribution rights for New Balance Kids Eyewear

"We are extremely excited about the launch of New Balance Kids as it is a great addition to our kids frame portfolio which includes Superflex kids and Hello Kitty," states Beverly Suliteanu, VP of product development for WestGroupe. The NBK collection is targeted at boys age 7-13 and is perfect for those leading an active lifestyle. Styling is on-trend, with a mix of metal and acetate models. "Durability is key for this collection as boys tend to be rough on their frames", says Suliteanu. "So an 180-degree spring hinge is used on all styles, providing an extra dose of strength and comfort"

"The New Balance brand is synonymous with fit and comfort," continues Suliteanu. "It is vitally important that children wear their glasses. Parents love the New Balance Kids collection due to the frames being comfortable and strong, while the kids love the sporty, cool styling."

The collection will be launched in the Back-to-School season with six styles, including five metal and one acetate model, and will include a New Balance case. In-store merchandising consists of a New Balance nameplate.

