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Rodenstock frames now distributed across Canada through eyestock.ca

VAUGHAN, ONTARIO, CANADA – (January 5, 2015) – The new year brings big news from Rodenstock, world leaders in superior eyewear. As of January 1, 2015, all frames in their collection will be distributed to optical retail stores in Canada exclusively through eyestock.ca, a combination of e-commerce site and knowledgeable sales team.

The new eyestock.ca is owned and managed by Jeremy Carvalho, who has been Managing Director of Rodenstock Canada since 2011. With a background in both finance and marketing, Carvalho's role has been to restructure the Canadian operations and make strategic changes, all while emphasizing the strength of the Rodenstock brand.



Jeremy Carvalho

"It's always been my job to promote the quality and style of Rodenstock collections, so in that sense, I'm going to keep doing what I've been doing," Carvalho says. "The best part of the change is how easy it is for retailers to explore and order the best frames in the world at our new online home."

In addition to the traditional styling of the Rodenstock line itself, eyestock.ca will offer other favourites, both the bold and edgy and the elegant classic styles of Rocco, Claudia Schiffer, and Mercedes Benz.

For more information or to order frames, visit eyestock.ca or call 1.800.387.7750 x 2222.

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