



KIRK & KIRK EXPAND WITH NEW AMERICAN OFFICE

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Since its launch in 2014, Kirk & Kirk's popularity and reputation for beautiful, handmade and colourful eyewear has seen them develop a strong global following. In response to their growth, the British brand are proud to announce the opening of a new American office, which will allow them to better support the demand within this rapidly developing market.

The new office, based in Philadelphia will be led by **James Koh** – who brings more than a decade of experience working with some of the finest independent eyewear brands in the world. His skill and knowledge within the market is invaluable and it will be his responsibility to support the fantastic team of reps; **Teddy Hamilton**, who worked for many years with Gogosha Optique and, before that, Eye Spy, will cover Florida and the Mid-West, **Siobhan Burns**, *The EyeGlass Lass*, will cover the East Coast, **Adam Huff** will cover Seattle down to Texas, **Katie Kral**, an experienced optician, will be covering the West Coast, and **Marie France Labbé**, the East of Canada – this experienced and highly passionate team will help develop the Kirk & Kirk brand across the USA and Canada, maintaining their policy of selective distribution in independent opticians but also offering increased customer service levels with the support of the Philadelphia office.

James comments *'I've known Jason and Karen for many years and have always been a fan of the brand so it's incredibly exciting to be on board. It's a big territory, but I have a great team supporting me, and I can't wait to get started.'*

Kirk & Kirk's commitment to the US comes as a response to the countries' growing demand for their unique products. Kirk & Kirk is already available in some fantastic stores across the US including NYC, LA, Minneapolis and Chicago but with the appointment of new reps Kirk & Kirk can provide a better and more personal service to existing clients and enable them to accelerate their presence across North America and Canada.

Jason comment's *'Our product gives opticians the opportunity to differentiate themselves from other stores. The American market is saturated with black, tortoiseshells and simple aviators and Kirk & Kirk is the antidote to this. Our vibrant colour palette and specialist materials are what makes us so unique in this market. Let's get consumers excited about eyewear.'*

Kirk & Kirk prides itself not only on their beautiful products but on providing a personal and professional level of customer service, a service that can be more efficiently managed from the new office. Since the office will hold stock, retailers will receive their products faster and avoid any custom or import issues, and of course be able to speak to someone in the same time zone.



Jason continues 'It's a big territory to conquer and there is lots of work to do, but with James at the helm I'm feeling confident! Philadelphia is a fantastic city and its central location and great transport links made it the obvious choice for the new office.'

The new office opens September 1st– to contact James Koh please email usa@kirkandkirk.com or Jason Kirk on Jason@kirkandkirk.com

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Notes to editors:

Kirk & Kirk

The Kirk family have been pioneers in optics since Sidney and Percy Kirk opened their first London workshop in 1919. Three generations later, inspired by their heritage and twenty years of passion for eyewear, Jason and Karen Kirk launched Kirk & Kirk. As well as designing the Kirk & Kirk collections, the duo are key influencers within the industry, often commenting on trends, techniques and the future of the industry. In addition to this, they design collections for other optical and fashion companies, offering support in manufacturing, brand development and communication. Kirk & Kirk is designed in England and handmade in France using specially developed acrylic with a combination of traditional and modern production techniques.

www.kirkandkirk.com