

PRESS RELEASE

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Laura Biagiotti EYEWEAR

THE ICONIC BRAND **LAURA BIAGIOTTI** IS NOW AVAILABLE IN NORTH AMERICA

PRISME OPTICAL IS PROUD TO ANNOUNCE A COOPERATION WITH JET SET GROUP FOR THE DISTRIBUTION OF LAURA BIAGIOTTI IN CANADA AND THE USA.

LAURA BIAGIOTTI is one of the most important names of the Italian fashion. She is well known for her extraordinary quality fashion all over the world. The New York times appointed her *"The Queen of Cachemire"*, due to her love for this precious yarn she used from the first collection in a new and before unknown fashion dimension.

LAURA BIAGIOTTI is one of the first fashion designer launching an eyewear collection. In the first '80s she collected great success especially for the "mask" shape which is still wanted as vintage collection must.

LAURA BIAGIOTTI eyewear collection is icon of the contemporary world and represents a direct expression of stylistic and cultural project of Biagiotti universe. Elegance, quality and research are the guidelines of the new collection. The typical style of the brand together with Jet Set Group productive features develop a series of sunglasses and optical frames for a sophisticated and timeless woman. Essential and elegant frames and sunglasses, available in different colors for a contemporary and eco-friendly woman.

LAURA BIAGIOTTI has always been careful to the ethics of green and launches the "Bio" eyewear project based on the "green design". With this collection the company operates in respect of eco-sustainability through the use of innovative material: the bio plastic. It is a cellulose acetate – the most common organic compound in nature, extracted from cotton and wood fibers – and it is characterized by a formulation which exclusively contemplates the use of renewable sources substances.

The collection offers 20 optical frames and 8 sunglasses in 4 colours.

Prisme Optical Group
www.prismeoptical.com
marketing@prismeoptical.com
450-979-0542
Marketing team

