



**PRESS RELEASE**  
For immediate release

## **LANCTÔT OPTICAL GETS DISTRIBUTION OF BA&SH EYEWEAR IN CANADA**

Montreal, October 3, 2019 - Lanctôt Optical, a division of Lanctôt Distribution, has become the exclusive distributor of the French brand BA&SH Eyewear in Canada.

Several optician stores served by Lanctôt have already jumped on the chance to offer this new brand to their clients. The frames are also available through the recently opened BA&SH store in Toronto. Two other stores will soon open their doors in Montreal and Vancouver.

« We developed a real affection for that brand for its dynamism and youthfulness, values that are great assets to successfully promote a brand anywhere in the world », says Stephane Leroy, vice-president of Lanctôt Optical.

Ready-to-wear fashion brand BA&SH has been launched in 2003 by Barbara Baccara and Sharon Krief, two friends who dreamed of creating the ideal wardrobe. Their simple yet unique collections have since frequently appeared in different medias and have garnered acclaims from influencers and the public.

Developed in collaboration with Seaport, their Eyewear line has three collections. The Feeling good styles are entirely composed of metal, whereas the Duos combine acetate and metal and the Authentiques are completely made of acetate. Both optical and solar styles can be found in all three collections.

### **ABOUT LANCTÔT**

Lanctôt Ltée is a Canadian based, family-run business that specializes in the distribution and production of premium sporting goods, apparel and eyewear. Lanctôt's brands fall into 7 categories: Ski, Bike, Golf, Outerwear, Team Sports, Fashion and Eyewear. Its unparalleled experience in distribution, coupled with its great passion for sports, has enabled it to acquire over 65 years of successful experience, thanks to their partners, customers and collaborators.

To see the collection or learn more about it :  
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