

**FOR IMMEDIATE RELEASE**



**MARCHON EYEWEAR, INC. INTRODUCES PURE  
TO THEIR PROPRIETARY BRANDS PORTFOLIO**

**NEW YORK, NY, JANUARY 6, 2020** – Today, **Marchon Eyewear, Inc.**, one of the world's largest manufacturers and distributors of quality eyewear and sunwear, announces a new proprietary brand to their portfolio, **Pure**. Offering uniquely youthful eyewear in classic colorations paired with a minimalist aesthetic, Pure is the ultimate approach to lightweight, modern, mood boosting eyewear.

Available now, the Pure collection features a mix of modern titanium and plastic styles thoughtfully constructed to incorporate on-trend details and best-selling design attributes. Pure is made of lightweight materials and sleek finishes, with an elevated quality in mind. This new series of women's and men's styles are targeted to ages 18 – 45, but are certain to be appreciated by a wide-range of consumers.

"Pure is unlike anything we've seen in eyewear yet, a modern and contemporary brand for those women and men that told us that they are often bored by the selection of lightweight frames that are offered to them." said **Thomas Burkhardt**, Senior Vice President of Global Brands, Marketing & Design at Marchon Eyewear, Inc. "We are thrilled to add Pure to our portfolio of proprietary lifestyle brands, it will elevate the eyewear experience for our customers."

The newest release under the Pure brand will be available beginning this month, comprised of 4 women's and 3 men's titanium optical styles that play with color and personality. Future releases are scheduled throughout the year, including easy-to-wear, incredibly lightweight plastics and classic rimless styles utilizing Marchon's Airlock® technology.

Fashion-forward with subtle design details, all optical styles that fall under the Pure brand will feature a universal-fit construction that make these lightweight frames comfortable and appealing to all.

Beginning this month, the Pure optical collection will be sold through select optical retailers worldwide. In the USA, key styles will also be available to purchase on [www.eyeconic.com](http://www.eyeconic.com).

**About Marchon Eyewear, Inc.**

Marchon Eyewear, Inc. is one of the world's largest manufacturers and distributors of quality eyewear and sunwear. The company markets its products under prestigious brand names including: Airlock, Calvin Klein, Chloé, Columbia, Diane von Furstenberg, DKNY, Dragon, Etro, Flexon, Karl Lagerfeld, Lacoste, Liu Jo, Longchamp, Marchon NYC, Marni, MCM, Nautica, Nike, Nine West, Pure, Salvatore Ferragamo, Skaga and Victoria Beckham. Marchon Eyewear distributes its products through a global network of subsidiaries and distributors, serving over 80,000 accounts in more than 100 countries. Marchon Eyewear is a VSP Global company, which is a doctor-governed organization focused on connecting its 88 million members to affordable, accessible, high quality eye care and eyewear. For more information, visit [www.marchon.com](http://www.marchon.com) and follow @marchoneyewear.

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**EDITORIAL CREDIT: Marchon Eyewear, Inc. Introduces Pure**

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