

For Immediate Release

CANADIAN EYEWEAR COMPANY STYLES BLACK PUMAS AT STAR-STUDED INAUGURAL CONCERT

AJAX, January 21st, 2021 - As the world watched history in the making at the 46th Inaugural virtual concert, Grammy nominated breakthrough band of the year Black Pumas performed, wearing STAGG Spectacles, by Canadian company Alternative & Plan B Eyewear.

Alternative & Plan B Eyewear collaborated with Adrian Quesada, producer and lead guitarist for Black Pumas to outfit them for some upcoming events. "We can't think of a better partnership than the Black Pumas. Their soul and funk really speak to our 2021 spring collection, which is launching soon," says President, Paul Storage, president of Alternative & Plan B Eyewear.

Quesada also wore the glasses on a performance of The Late Show with Stephen Colbert the night before their Inauguration performance. The Sanford model, a titanium frame was an eye-catching eclectic design. When asked his thoughts on STAGG Spectacles, he replied, "'The Sanford Frame are exactly what I had been looking for in a pair of prescription glasses, just tinted enough for the sun but clear enough for indoors. And the design/style is timeless but not stuck in the past."

For years, industry, clients and trendsetters have looked to Alternative & Plan B Eyewear's expert team for advice and styling of luxury eyewear. "We believe in our eyewear; we look forward to launching our Spring 2021 collection, building new relationships, and making people look great in our collections", said Storage. Staag is created with a nod to those classic designs. Over built but not over designed. The Black Pumas nod to classic RnB is evident but their spin equally evident."In this instance a good old fashion eye and studying the client has been a winning collaboration.

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ABOUT ALTERNATIVE & PLAN B EYEWEAR

President Paul Storage launched Alternative & Plan B Eyewear in 2008 and continues to be the leader in optical design with a particular focus on new technologies, advanced colour techniques and setting fashionable trends in eyewear. Storage's understanding of the needs of Eyecare Professionals comes from three decades of experience in the Optical industry. Today the company has 13 independent collections and distributes 2 global brands to Eye Care Professionals across Canada and the USA. Alternative & Plan B Eyewear is proud to be a Canadian company and owner-operated leading eyewear manufacturer that continues to create unique eclectic collections that provide Eye Care Professionals with independent and innovative solutions for their Eyewear needs.

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