

# IMAGINEM

**SEE DIFFERENT. BE EXTRAORDINARY.**

## **IMAGINEM - A New Optical Omni-Channel Brand Celebrates the World of Independent Eyewear**

**A global collaboration brings the world's leading eyewear designers  
to North American eyewear fashionistas**

(January 8, 2020) IMAGINEM, derived from the Latin word for image, is a new global omni-channel media brand that captures the creativity and daring reflected in the spirit of independent eyewear designers. The brand concept was conceived in Milan, heart of the European fashion world, and celebrates Independent eyewear collections from around the world.

IMAGINEM will proudly present the exquisite creative works of independent eyewear designers through a comprehensive multi-media eco-system. IMAGINEM's media omni-channel consists of a premium quality print and [digital replica magazine](#), an exquisitely curated [Instagram](#) page, an interactive [bold website](#) and digital e-newsletter communications.

The North American print magazine will be delivered exclusively to the top 7500 highly targeted independent eyewear retailers. The print edition debut is planned for April 2021. Complimentary subscriptions may be requested online at the website, [www.IMAGINEMeye.com](http://www.IMAGINEMeye.com).

Content Creator and Customer Relations Manager, Alexandra Amico, was inspired by the opportunity to develop the brand image from experience gained over 10 years working with leading independent eyewear brands in Europe; "It's very exciting to be part of this premium concept with global reach."

The global reach of IMAGINEM will be extended to the large European markets, through Italian, Germany, and French language-specific versions of the publication.

IMAGINEM will also pioneer optical media marketing partnerships in leading countries to expand the brand's geographic reach and thus provide a unique and truly global vehicle for independent eyewear designers.

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IMAGINEM has enlisted national brand Ambassadors; well-recognized social media influencers in specific markets to build awareness of the IMAGINEM brand and its advertising clients.

Together, social media Ambassadors, media partnerships and the multi-language approach will provide independent eyewear collections with unprecedented global reach and cost effectiveness.

Interested parties are invited to contact IMAGINEM representatives through the website to inquire about optical marketing partnerships.

IMAGINEM invites the independent frame designers and their public relations collaborators to contribute editorial content to the IMAGINEM team at [edit@IMAGINEMeye.com](mailto:edit@IMAGINEMeye.com) □

*High resolution images available upon request.*

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## About IMAGINEM

IMAGINEM is a global media and publishing brand with an exclusive focus on independent eyewear designs for independent eyewear dispensers. The brand is implemented in various media, including premium print, a digital replica version, website, e-newsletter and social media. IMAGINEM is published in North America by VuePoint IDS Inc.

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