

IMAGINEM

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IMAGINEM Announces Advisory Council Members

**Social Media Ambassadors and Media Partners in North America
enthused about the new global brand for independent eyewear.**

(January 15,2020) IMAGINEM, the new global omni-channel media brand that celebrates Independent eyewear collections from around the world, is pleased to announce the first members of the IMAGINEM Advisory Council in North America.

Advisory Council members play a vital role in the evolution of the brand by providing guidance to the editorial and publishing team and sharing their experiences with their respective networks as IMAGINEM brand Ambassadors.

In USA, Kristie Nguyen, OD, is a fast-rising social media star in the eyewear world. Dr. Nguyen is in private practice in Orlando, Florida. Her fashion flare is a natural fit for the IMAGINEM brand and the collections which adorn its pages.

"IMAGINEM is such a natural fit with my interest in exquisite eyewear fashion. I enthusiastically look forward to sharing the insiders' view and the stunning imagery of independent eyewear styles with my colleagues", said Kristie.

In Canada, Image consultant and Registered Optician, Wendy Buchanan, will take up the mantle of IMAGINEM Ambassador. Wendy is the creative force and founder of the BeSpectacular™ Image & Eyewear Styling program for eyewear fashionistas, helping practices differentiate their optical dispensaries and drive higher ROI through fashion-first multiple pair sales.

"The minute I learned of the IMAGINEM brand concept, I felt an immediate connection to who I am and what I do as an image consultant and optician. I absolutely love independent eyewear brands and look forward to sharing my expertise in collaboration with IMAGINEM", said Wendy.

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In another building block of the global omni-channel approach, IMAGINEM is pleased to announce a collaboration with **OPTIK Magazine**, Canada's leading full-spectrum bilingual eyewear and eye care publication.

Shan Khan, Registered Optician, Editor in Chief, and Opticianry Instructor at Canada's largest Opticianry program also joins the Advisory Council as a Media Partner.

IMAGINEM media partners provide breadth and depth to the IMAGINEM brand by extending opportunity to independent eyewear collections into markets they might otherwise forego.

About IMAGINEM

IMAGINEM is a new optical omni-channel media brand that celebrates the world of independent eyewear by connecting them to independent eye care professionals. The IMAGINEM network 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. Complimentary subscriptions may be requested online at the website, www.IMAGINEMeye.com.

IMAGINEM invites the independent frame designers and their public relations collaborators to contribute editorial content to the IMAGINEM team at edit@IMAGINEMeye.com □

High resolution images available upon request.

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