



For Immediate Release:

## STATE OPTICAL CO. RELEASES SPRING 2021 SUN COLLECTION

*Sunny Days are Here Again - New Shades for a Fresh Outlook*

**Chicago, IL, May, 2021**—Spring typically brings a sense of optimism and, after the year we've had, we are soaking it in! With hopes high, starting to dip our toes back into moments of normalcy, we are ready for a serious look refresh, and lots and lots of color. The latest STATE release of three sun styles explores the collective wanderlust we've experienced over the past year and brings a cosmopolitan vibe to this Made in Chicago brand.

The Spring '21 STATE sun collection was just released with styles that know you are ready to get back out there and be noticed. The overall feel is relaxed but oozing style, inspired by the colors of the sun and sea. The Dewitt introduces STATE's first expressly gender non-conforming style, the Franklin speaks to a new streamlined post-quarantine approach to style, and the Kinzie is the first STATE x Japan Artisan Series sun style.

*Dewitt* - Just a block off the heart of the Magnificent mile, there's a break in the skyscrapers to reveal an oasis of art – Chicago's MCA off Dewitt Place. Built on the site of a former armory, the building still exudes strength, but enter to find a trove of contemporary art within. This style is constructed much like the MCA – with a strong frame to display exuberant colors and lines.

*Franklin* - On North Franklin Street, in the River North neighborhood, the energy of the whole city seems to swirl around you. You could find yourself on Franklin for a wide number of reasons – checking out an art gallery, hitting a chic eatery or cocktail bar, taking a yoga class, or heading to window shop the showrooms of the Merchandise Mart. This style will have you looking hip and put together, no matter the activity.

*Kinzie* - The first sun style from our STATE x Japan Artisan Series draws inspiration from both Chicago and Japan. The mod, oversized style reminds us of Marina City, aka the corn cob buildings, artistically looming over Kinzie St, and the painstakingly detailed titanium temples speak to Japan's rich history of craftsmanship. Featuring an acetate front handcrafted in Chicago and beta-titanium temples manufactured in Japan.

### ABOUT STATE OPTICAL CO

STATE Optical Co. frames are meticulously handcrafted in Chicago, U.S.A. for people who consider how their frame is made with as much mindfulness as how it looks. The brand was born from a collaboration of industry insiders Scott Shapiro and Jerry Wolowicz - who were focused on bringing radical transparency to how eyewear is designed and manufactured - and renegade, self-taught craftsmen Marc Franchi and Jason Stanley. Today STATE Optical Co. represents a first-of-its-kind brand of American made luxury eyewear.

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*Media Contact*

**CAROLYN ZAZRA**

847.495.4087

[czazra@stateopticalco.com](mailto:czazra@stateopticalco.com)

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State Optical Co.  
255 Corporate Woods Pkwy.  
Vernon Hills, IL 60061