



## **WestGroupe Signs North American Distribution Agreement with Independent Eyewear Brand Sunday Somewhere**

**Sunday Somewhere**, renowned for its bold, oversized 70s-inspired eyewear, has partnered with **WestGroupe** to expand distribution across the USA and Canada. As a leading optical distributor, WestGroupe will now represent Sunday Somewhere's eyewear and sun collections, bringing the brand's distinctive style to a wider North American audience.

"We are excited to partner with WestGroupe as we expand our presence in the U.S. and Canada," said Nicholas Dellaportas, Managing Director at Sunday Somewhere. "WestGroupe's extensive distribution network and deep understanding of the North American optical market make them the ideal partner to bring Sunday Somewhere's bold and fashion forward optical collection to discerning customers across North America. Their expertise and dedication to quality and service align perfectly with our brand values, and we are confident that this partnership will allow us to connect with even more eyewear enthusiasts who appreciate the blend of creativity and craftsmanship that defines Sunday Somewhere."

"We fell in love with the Sunday Somewhere collection as soon as we saw it," said Beverly Suliteanu, VP of Product Development at WestGroupe. "Sunday Somewhere elevates the bold, expressive spirit of iconic 70's design with quality material and craftsmanship. It is the perfect brand to distribute alongside Nano Vista and ALLSAINTS in our newly launched division."

The launch collection, consisting of 18 ladies styles, featuring Italian Mazzucchelli acetate and titanium, will continue to embody the brand's signature look- offering wearers a unique blend of vintage inspired fashion with modern sophistication.

The Sunday Somewhere optical collection will be available in **Canada starting February 2025** with the **USA to follow in April 2025**. A planned Sunwear release is slated for 2026.

# **SUNDAY SOMEWHERE**

## **About Sunday Somewhere**

Founded in Australia, Sunday Somewhere is a globally recognised eyewear brand known for its unique blend of vintage-inspired designs. With a focus on quality craftsmanship and bold creativity, Sunday Somewhere offers a range of eyewear that resonates with those who seek to make a statement through their personal style. Sunday Somewhere has seen the likes of Beyonce, Bella

Hadid, Kaia Gerber, Vanessa Hudgens and Candice Swanepoel adorning their Sunday Somewhere frames, further solidifying its place in the fashion world.

### **About WestGroupe**

Established in 1961, WestGroupe is family operated with over 60 years of industry insight. Our mission is to provide unique and superior quality eyewear for the fashion-focused consumer. We are driven by our commitment to excellent customer service and exceptional products.

WestGroupe is dedicated to defining future standards in the optical industry by developing, creating, and supporting innovative products and services that allow our customers to succeed. WestGroupe offers a premium selection of international brands in over 40 countries, including FYSH, KLiiK denmark, EVATIK, Superflex® and OTP.