



Marketing News

Signature Eyewear's Carmen Marc Valvo Brand



[FEATURE]

Signature Eyewear
Carmen Marc Valvo

Carmen Marc Valvo is a quintessential American designer who, since 1989, has been exploring his soul's desire to bring glamorous dressing to every woman's life. Today his gowns capture the hearts and dreams of women everywhere and dominate red carpet events but it's his constant desire to make women feel sophisticated and self assured that led him to create his eyewear collection.

Influenced by glamour and beauty combined with comfort and function the collection, with names like Ava, Marbella, Grable and Carmina, evokes 1940's glamour and island getaways. This has transpired into beautiful shell, coral and rich vintage tortoise colorations. Special features include French lace infused zyl, carved plastic temples that emulate shells, step and repeat V pattern carved out of the temples, and rich metal-on-plastic embedded patterns.

The collection, with 12 optical and 10 sun designs are styled with Angular cat-eyes, bold rectangles, oversized sunwear with rounded edges, and partial rimless metals modernize shapes for today's woman. The case and point-of-purchase for this collection are designed to complete the story of the glamorous product offering. Rouched fabric cases emulate the intricate bodice work seen on Carmen's gowns and are shaped like mini clutch purses.

Signature Eyewear have been designing, manufacturing and distributing eyewear worldwide for over 25 years. Brands include: Bebe, Carmen Marc Valvo, Cutter and Buck, Hart Schaffner Marx, Hummer, Laura Ashley, Michael Stars, and Nicole Miller. Signature Eyewear's proprietary brands include Calligraphy and Dakota Smith Eyewear. For more information on Signature Eyewear's brands visit sigeye.com or to schedule an appointment and see the collections call 1-800-765-EYES.



CARMEN MARC VALVO

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