



LAURA ASHLEY LAUNCHING GIRLS EYEWEAR WITH KASPEREK OPTICAL

Romulus, MI (September 12, 2022) – Optical distributor and manufacturer Kasperrek Optical in partnership with Laura Ashley has developed a new girls ophthalmic collection. Launching at Vision Expo West in Las Vegas Nevada this week, the initial collection consists of 6 ophthalmic styles. The cute charm of the collection is an interpretation of the refined colors and elegant prints from the Laura Ashley brand.

“Developing a Laura Ashley Girls collection was something we knew we were going to pursue shortly after acquiring the Laura Ashley license last year. The history of the Laura Ashley brand has always been well represented in children’s clothing and accessories, so we knew it was something we had to make come to fruition,” adds Justin Kasperek, President of Kasperrek Optical.

Tiny and sweet patterns, soft gradations, and delicate metalwork are represented throughout the collection. Like the ladies eyewear released earlier this May, the girls collection holds some of the same principles in that it offers young girls feminine frames with a sense of heritage, style, and quality. The collection is comprised of easy-to-wear, flattering shapes and marries the highest quality materials with colorful detailing. “We wanted to make this collection fun and wearable, with little pops of unexpected color,” says Sarah Doan-Viola, Creative Director of Kasperrek Optical.

The collection has recently launched on kasperekoptical.com and to independent opticals and retailers nationwide.

If you are interested in the Laura Ashley eyewear collection or becoming a distributor, please contact Kasperrek Optical at 1-800-288-2700 or by emailing sales@k-frames.com.

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ABOUT LAURA ASHLEY: Established in London in 1953, Laura Ashley is one of the world’s best-loved fashion and home furnishings brands. Currently, Laura Ashley offers a complete range of lifestyle products, including women’s sleepwear and accessories, children's apparel, and home furnishings and accessories. For additional information, visit www.lauraashleyusa.com.

ABOUT KASPEREK OPTICAL

Kasperek Optical is a family-owned and operated wholesale optical distributor and manufacturer. Headquartered in Michigan, Kasperek Optical has been providing Designer as well as private label eyewear and accessories to the independent eye care professional since 1978. Kasperek Optical is dedicated to providing fast, friendly and personal service for all of your eyewear needs. www.kasperekoptical.com

To download photos of the eyewear collection:

<https://www.dropbox.com/sh/59snvpfdz9njwzd/AACxj68-7ltlUCsEVitqshala?dl=0>