

LAURA ASHLEY

SINCE 1953

LAURA ASHLEY PARTNERS WITH KASPEREK OPTICAL ON EYEWEAR

Fort Mill, SC (May 18, 2022) - British heritage brand [Laura Ashley](#) and Kasperek Optical, a family-owned and operated optical distributor and manufacturer, have partnered on a signature range of women's eyewear. The first collection consists of twelve ophthalmic styles inspired by Laura Ashley's rich heritage. The collection has recently launched on [kasperekoptical.com](#) and to independent opticals and retailers nationwide.

"Laura Ashley is thrilled to partner with Kasperek Optical," says Penne Cairoli, President of Laura Ashley, Inc. (Americas). "Seasoned industry experts, Kasperek Optical has created a timeless eyewear collection with feminine touches that will delight Laura Ashley's loyal fans and new customers alike."

"We are beyond excited to be collaborating with Laura Ashley in launching a brand-new ophthalmic collection. Marrying almost 70 years of Laura Ashley inspiration alongside Kasperek Optical's 45 years of optical expertise is a perfect partnership," adds Justin Kasperek, President of Kasperek Optical.

Inspired by Laura Ashley's understated elegance and iconic florals, the collection offers feminine frames for modern women who want eyewear with a sense of heritage, style and quality. Easy to wear and featuring flattering shapes designed to highlight the face, the eyewear marries the highest quality materials with intricate and graceful detailing.

The lightweight eyewear line offers shapes including modern versions of cat eyes, rounds and oversized rectangles in acetate and metal that are unseen on the current optical market. Colours range from rose, nutmeg, light blue and soft demi's interpreted from the colouration of Laura Ashley's colour palette.

If you are interested in the Laura Ashley eyewear collection or becoming a distributor, please contact Kasperek 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://lauraashley.sharefile.com/d-s11df8f7904374b39b5ce30fa9ae8504e>