



KASPEREK OPTICAL AND CLASSIQUE EYEWEAR APPOINT BETH MITCHELL AS NATIONAL SALES MANAGER FOR KASPEREK X CLASSIQUE

Romulus, MI (August 1, 2025) – Kasparek Optical and Classique Eyewear are pleased to announce the immediate appointment of Beth Mitchell as the new National Sales Manager for Kasparek X Classique. Mitchell brings a wealth of experience and a proven track record of success in the optical industry to her new role.

"Beth Mitchell's integrity and dedication to the industry makes her the perfect fit for Kasparek x Classique," says Justin Kasparek, President of Kasparek Optical.

Mitchell joins Kasparek Optical with over 20 years of national sales experience, including more than 15 years specifically within optical sales. Her distinguished career includes being instrumental in the development of Mosaic Eyewear from its inception. During her 14-year tenure as National Sales Manager at Mosaic Eyewear, Mitchell was vital in working with frame manufacturers and importing collections to bring exclusive lines to the USA. Notably, she also successfully developed and established a new sales territory from the ground up, demonstrating her exceptional leadership and strategic capabilities.

"I am incredibly honored and excited to step into the role of National Sales Manager for Kasparek X Classique," said Beth Mitchell. "This is an amazing opportunity to lead a passionate team, drive growth, and deepen our relationships with our customers across the country. I look forward to building on our momentum and continued success together."

"The appointment of a new National Sales Manager marks an exciting period," stated Craig Glasser, CEO of Classique Eyewear. "Beth will bring her proven sales excellence, exceptional product knowledge, and effective communication and people skills to drive team success."

If you wish to learn more about Kasparek Optical or Classique Eyewear's comprehensive offerings, please contact Kasparek Optical at 1-800-288-2700 or via email at sales@k-frames.com.

###

ABOUT KASPEREK OPTICAL

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

ABOUT CLASSIQUE EYEWEAR

Classique Eyewear is an independently owned and operated business with a nationwide network of sales representatives. We proudly serve eye care professionals and the retail optical industry, offering a curated selection of unique proprietary and distributed fashion eyewear lines. Our primary focus is on providing quality, contemporary designer eyewear that ensures comfort and delivers exceptional value to frame wearers. Our comprehensive eyewear portfolio includes both licensed designer and proprietary fashion eyewear brands, embodying our corporate slogan: "Enhancing one face at a time." www.classique-eyewear.com

ABOUT KASPEREK X CLASSIQUE

In January 2025, Classique Eyewear and Kasparek Optical formed a strategic collaborative partnership designed to significantly enhance the customer ordering experience for eye care professionals. This collaboration transitioned key operational functions, including customer service, order processing, logistics, and billing, to Kasparek Optical's expert team. This allows Classique Eyewear to dedicate its full focus to delivering exceptional eyewear products and innovative designs.