

*Booth number is P1761
Dates are February 20th through 22nd.*

LAURA ASHLEY

SINCE 1953

**MARQUEE BRANDS AND LAURA ASHLEY PARTNER WITH KASPEREK OPTICAL
TO LAUNCH ECO-CONSCIOUS RXABLE SUNWEAR COLLECTION**



New York, NY (February 13, 2025) - Legacy home, fashion and lifestyle brand celebrated for its romantic English aesthetic, [Laura Ashley](#) and Kasperek Optical, a family-owned and operated optical distributor and manufacturer, are set to launch a limited edition RXable sunwear collection in February 2025. This is one of the first exciting initiatives under Marquee Brands, the global brand accelerator and owner of 17 world-renowned brands, who acquired Laura Ashley in January 2025.

The eco-conscious sunwear collection will feature six styles in multiple colorways, each equipped with premium Zeiss biodegradable lenses. The limited-edition collection is designed with the highest quality materials, ensuring flattering eyewear that elevates style and functionality and reflects a sense of heritage, style, and quality.

Drawing inspiration from Laura Ashley's rich design heritage, the sunwear line showcases modern shapes crafted from premium recycled acetate and lightweight, durable titanium that include tortoise shells and subtle hues interpreted from Laura Ashley's iconic colour palette.

"Kasperek Optical is an industry leader and the perfect partner for Laura Ashley eyewear and sunwear," says Marquee Brands Chief Marketing Officer Natasha Fishman. "This collection beautifully marries the brand's timeless style with

Kasperek's excellent craftsmanship. We are thrilled to offer Laura Ashley's unique designs with the highest standard of quality and comfort."

"We are beyond excited to collaborate with Laura Ashley on a brand-new sunwear collection," adds Justin Kasperek, President of Kasperek Optical.

The collection will be available at Independent Eye Doctor offices. 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 info@k-frames.com.

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ABOUT KASPEREK OPTICAL

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

ABOUT LAURA ASHLEY

Founded in London in 1953, Laura Ashley is a beloved brand synonymous with quintessential English style, timeless design, and quality craftsmanship. Laura Ashley offers an extensive range of lifestyle products, from home furnishings and accessories to women's, men's, and children's fashions. In 2025, Laura Ashley became part of Marquee Brands, a global brand accelerator and owner of 17 world-renowned brands. This acquisition has paved the way for new opportunities while preserving the rich heritage and legacy of Laura Ashley's iconic designs. Visit www.lauraashleyusa.com.

ABOUT MARQUE BRANDS

Marquee Brands is a globally recognized brand owner, marketer and media company. A leading brand accelerator, Marquee Brands strategically manages a portfolio of renowned consumer brands with global recognition. Established in 2014 by Neuberger Berman, Marquee Brands harnesses and grows the value of its brands by partnering with best-in-class manufacturers, operators, retailers and distributors across multiple channels, geographies and product sectors. Generating \$4.2+ billion in annual retail sales, the Marquee Brands portfolio is organized into three distinct verticals: Home & Culinary, Fashion & Lifestyle and Active & Outdoor, and encompasses timeless brands such as Martha Stewart, Emeril Lagasse, Sur La Table, Laura Ashley, America's Test Kitchen, BCBG, Ben Sherman, Bruno Magli, Anti Social Social Club, Totes, Isotoner, Destination Maternity, Motherhood Maternity, A Pea in The Pod, Dakine and Body Glove. For more information visit, www.marqueebrands.com.



To download photos of the eyewear collection:

<https://www.dropbox.com/scl/fo/hvm6tfuyuu2m44amlvpdz/ACWyFPV1VVDPTgVu3k-k80?rlkey=23ab4jhm99a19hz5ht35f9zir&dl=0>