

Immediate Release:

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L'Amy America Launches American Crafted Collection

Norwalk, Conn. – August 29, 2022. L'Amy America today announces the launch of Seven.Five, its new luxury, ophthalmic collection, handcrafted in the USA. Designed in Connecticut, and carefully crafted to exemplary standards in Wayne, NJ, the new Seven.Five (75) brand will first be offered at Vision Expo West in September.

"At L'Amy America we are proud of our international heritage, but we are an American company. For decades we have been a global supplier with manufacturing facilities in various countries" explained L'Amy America CEO and President Stephen Rappoport. "Today, more than ever, we believe in the importance of supplier diversification but we believe America should play a more significant role in the manufacturing process" said Rappoport.

L'Amy America, are now proud pioneers in the American made eyewear movement with the new acetate collection for men and women. Using the highest quality, globally-sourced materials, L'Amy's state-of-the-art manufacturing facility draws upon the expertise of seasoned American craftsmen. "We combine skill and artistry resulting in a collection in which you can literally feel the craftsmanship--the luxury-- and more than anything else, feel the commitment and pride that goes into the careful creation of each and every frame" explained L'Amy VP of Business and Product Development Daniel Shack. "Superior quality, handmade acetates, comfort-sculpted temple design, gorgeously distinctive colorations, and subtle patriotic detail make for a memorable collection" said Shack.

"The brand name 75 symbolizes the beginning—the start—the impetus of a movement" said L'Amy America Director of Lifestyle Brands Connie Reiss. "In 1775 the first, and perhaps most pivotal battle of the revolutionary war was fought. The year 1775 marked the beginning of America's quest for freedom. In similar spirit, 75 is our start. We are among the first of a small handful of eyewear pioneers to invest in the American eyewear manufacturing movement" said Reiss. "75 not only symbolizes the beginning, but more importantly signifies the early days of the American eyewear revolution."

The 75 collection, comprised of 12 models, in 4 colors each, for men and women, is fully supported by a complete range of p.o.s. materials and L'Amy's industry-leading service (see EyeVote 2021 America's Favorite Frame Company.) Additionally, 75 sales will continue to support the "Two Blind Brothers" (TBB) charitable initiative. Qualifying accounts will receive a commemorative "Liberty" guide dog (see photo right) which benefits the TBB mission to cure blindness.

ABOUT L'AMY AMERICA: L'Amy America is wholly owned by ILG (International Luxury Group) – one of the world's leading fashion accessory companies possessing a portfolio of internationally renowned licensed brands. L'Amy America develops and distributes eyewear for brands such as ANN TAYLOR, BEN SHERMAN, CHAMPION, NICOLE MILLER, SPERRY and its own house brand TLG. Ultimate Vision USA, a luxury division of L'Amy America, develops and distributes globally distinguished brands such as MCLAREN, HENRY JULLIEN, and MAISON NATHALIE BLANC. ILG brings together eyewear, watches, leather goods and jewelry under one international accessories company.



Subtle patriotic detail
Becca (C02 linen tortoise)



Gorgeously distinctive color
Men's array (Knox, Griff, Hale)



Griff C04 54-18-145
(tortoise with federal blue stripe)



"Liberty" the guide dog
Sales to benefit "Two Blind Brothers"

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