



Marketing News

Signature Eyewear's Hart Schaffner Marx brand



SECOND LOOK

Signature Revamps Hart Schaffner Marx Eyewear

LOS ANGELES—Signature Eyewear has re-merchandised their Hart Schaffner Marx eyewear collection to more closely reflect the positioning of the brand.

Hart Schaffner Marx (HSM) is an international clothing brand for men with a legacy of fine craftsmanship and innovative style. Founded in 1887, HSM is an iconic American brand and the largest men's tailored clothing maker that develops, produces, owns and operates in the U.S., according to the company.

HSM, with a focus on providing the complete lifestyle package, has broken their customer down into three distinct groups translating the eyewear category into more of a product story. It is these three distinct product groups that are at the forefront of how Signature is re-merchandising the collection.

The Patterns and Textures group include details like laser etching and metal tooling details on frame temples derived from the patterns used in HSM suits to appeal to businessmen's conservative sensibilities. The Modern Tailored group features clean modern fronts with slightly more aggressive fashion sensibilities that appeal to confident yet traditional men. Lastly, the Titanium story, showcases titanium and memory metal fabrications that appeal to men who appreciate innovation and technology.

The entire Hart Schaffner Marx eyewear collection from Signature is priced to the dispenser between \$58 and \$70. ■■



The HSM730 in walnut from the Hart Schaffner Marx Eyewear collection from Signature.

A new look and feel for Hart Schaffner Marx Eyewear

While *Hart Schaffner Marx* continues to reorganize after their Chapter 11 filing, *Hart Schaffner Marx* eyewear sales continue to go from strength to strength. Helped by the re-merchandising earlier this year, the collection is now more focused, price-conscious and more easily understood by the optical industry. The detailing on the frames is now more prominent and the consumer is aware of how important the subtle details are when it comes to complementing his wardrobe. All these facts were recently highlighted in a *Vision Monday* article, complete with an image from the new advertising campaign.

Look out for a very special *Hart Schaffner Marx* Father's Day promotion coming soon.