



Marketing News

Signature Eyewear's Michael Stars brand



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Michael Stars Eyewear Released for Fun-Loving Women

LOS ANGELES, March 2009 — Known for T-shirt designs well favored by celebrities, Michael Stars has released its first eyewear collection. Inspired by the beachside lifestyle, Michael Stars offers "casual couture" for the fashion-conscious woman who is young at heart.

The innovative designs and colors "fuse fashion and eyewear as one," according to manufacturer Signature Eyewear. Eight frames are available in a variety of modern and vintage styles in metal and zyl. Some of the frames include spring hinges for greater comfort and functionality. Each frame has a Michael Stars logo plaque on the left temple tip.

The colorful collection has unique island flair, with colors including sienna sea, wild grape, fig, violet creme and tort aqua. Shown here is the "Inspire" style in garden.

Michael Stars Eyewear, including both frames and sunglasses, is sold at optical stores; major department stores such as Nordstrom and Bloomingdales also carry the sunglasses.



[Click here for a closeup photo of the "Journey" style in three colors.](#)



SigEye's Michael Stars launches with young-at-heart casual couture collection

Signature Eyewear's newest brand, the fun and colorful *Michael Stars*, continues to gain critical accolade from the trade. The latest article can be found at allaboutvision.com, which is also the first website to preview an advance image from the Fall 2009 *Michael Stars Eyewear Collection* advertising campaign. The current summer campaign is launching in April with full-color pages in *Cookie*, *Elle*, *Harpers Bazaar*, *In-Style* and *Vogue*. These are very important women's fashion magazines, especially at the beginning of the summer when everyone is looking for fashion cues, and will greatly enhance the visibility of this brand.

Please make sure that all your customers are aware of this advertising campaign so they can see how big and important this brand is in the fashion arena and how important the eyewear is to this lifestyle brand.