

2009 MARKS THE SILVER ANNIVERSARY FOR SIGNATURE EYEWEAR



Marketing News

Signature Eyewear's Calligraphy Eyewear Brand



It's In•Value•Able



• **B** From top: CALIGRAPHY Angelou from Signature Eyewear; AMADEUS 901 from Optimate; JUNCTION CITY BRYANT PA

Calligraphy Eyewear defined as “In-Value-Able” in *20/20 Magazine*

Signature Eyewear has hit a home run with its Calligraphy brand of eyewear. Since its launch earlier this year, the price-conscious house brand has achieved tremendous sales by appealing to the insurance-friendly segment of the market. But it's not just the price that has been a deciding factor in optical stores picking up the line. According to the June issue of the influential optical trade magazine *20/20*, it is the:

- quality
- durability
- comfort
- premium features
- and the latest technology

that have made this new economically-smart brand from Signature Eyewear “In-Value-Able”.