



Marketing News

Signature Eyewear's Carmen Marc Valvo Brand



Jessie

Carmen Marc Valvo

Designer Carmen Marc Valvo stars in new Bravo reality show "NYC Prep"

Bravo TV recently premiered a new reality show called *NYC Prep*. It's very similar to the hit TV show *Gossip Girl*, about a bunch of teenagers living in New York's Upper East Side. Jessie, the hot blond girl who is a total fashion diva runs into Carmen Marc Valvo at an event and, to cut a long story short, she becomes an intern for the fashion house. Carmen himself appears on six of the upcoming episodes.

The good news for *Signature Eyewear* is that it will introduce the Carmen Marc Valvo brand to an entirely new audience, raise his recognition profile and help generate new sales. The show premiered to

a rating of 4.7 million viewers. For those of you already selling Carmen it may be worth mentioning his appearance to your customers in case they have always wondered about the man, what he looks like, how he designs, etc.

Check your local listings for show times but here on the west coast, new episodes run on Bravo TV at 9pm on Tuesdays.