

KENMARK

KENMARK GROUP

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Kenmark Launches New Product, Direction for República Eyewear

LOUISVILLE, KY, February 5, 2010 – The Kenmark Group is launching nine new optical frames and a new direction for its República Eyewear collection.

The new retro inspired designs are edgy, modern and geared towards all men ages 18-35. These frames feature masculine shapes and bold temples for a distinctive look, feel and fit. República Eyewear mixes modern retro looks with trendy vintage inspired designs for males with a unique sense of style. Each frame features a unique interlocking metal logo hinge on the temples for added styling. The collection offers an assortment of frames from zyls and combinations to semi-rimless designs in fashionable shades of black, brown, olive, and gunmetal.

These new frames can all be seen on models in República Eyewear's new 2010 campaign. Photographed on the streets of New York City, the new imagery captures real people in real life scenarios. The campaign features a diverse group of individuals who together portray the lifestyle look and feel for the brand. República Eyewear is a lifestyle brand for the young, trendsetting male who sees no boundaries.

República Eyewear redefines the boundless attitudes of the young and trendy male consumer, who possess the confidence, intelligence, and cultural awareness prevalent in their lifestyle.

The new optical styles are listed below:

Brussels

Colors: Black, Brown and Gunmetal
Sizes: 54-17-138 and 56-17-143
Materials: Metal/Zyl
Features: This edgy rectangular shaped metal frame has a single bar bridge giving it a retro, modern look and feel.

Cannes

Colors: Black, Olive and Tortoise
Sizes: 52-16-138 and 54-16-143
Materials: Metal/Zyl
Features: Combination frame with zyl top brow and coordinating temples for a masculine look in men's eyewear.

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Glasgow

Colors: Black, Brown and Gunmetal
Sizes: 53-18-138 and 55-18-143
Materials: Metal/Zyl
Features: This oversized optical frame features a single bar, full metal front design with zyl temples for a retro-inspired look.

Helsinki

Colors: Black, Brown and Gunmetal
Sizes: 54-18-138 and 56-18-143
Materials: Metal Nylon Semi-rimless/Zyl
Features: Rectangular shaped metal nylon semi-rimless front offers a modern look with stylish zyl temples.

Kingston

Colors: Black and Tortoise
Sizes: 53-17-138, 55-17-143 and 57-17-148
Materials: Zyl
Features: This rectangular zyl frame provides a distinctive, yet classic look.

Kyoto

Colors: Black, Olive and Tortoise
Sizes: 56-16-143 and 58-16-148
Materials: Zyl
Features: Modern and trendy, this rectangular zyl frame is perfect for everyday use.

Oviedo

Colors: Black, Brown and Gunmetal
Sizes: 53-17-138 and 55-17-143
Materials: Metal/Zyl
Features: Rounded front combined with zyl temples offers a stylish update to men's eyewear.

Vienna

Colors: Black, Brown and Gunmetal
Sizes: 56-17-138 and 58-17-143
Materials: Metal Nylon Semi-rimless/Zyl
Features: This semi-rimless frame features a modern double-bar front design and zyl temples.

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Williamsburg

Colors: Black, Olive and Tortoise

Sizes: 52-18-143

Materials: Zyl

Features: This vintage inspired zyl frame with a distinctive front and temple design provides a trendy, bold look.

Each frame comes with a custom designed brown leather optical case featuring an embossed República logo. All frames feature a 3-year warranty.

About República

República Trading Co., was born and raised in New York City and is the premiere Latino and multi-ethnic brand. República Trading Co. is designed for the lifestyle-minded, trans-cultural, trend-setter, who appreciates fine details and an exceptional fit. República was founded by Rafael Jimenez in order to help fill a void in the market place for better quality goods targeted to a multi-ethnic consumer. For more information about República Trading Co, log onto www.republicatrading.com.

About Kenmark Group

Kenmark Group, an employee owned company, designs, markets and distributes eyewear and sunglasses to optical professionals primarily through exclusive licenses, private label and house collections worldwide. The Sunwear Division oversees the design, production and distribution for the retail sunwear category for specialty sunglass stores and top-tier department stores. The Kenmark Group works in collaboration with top fashion designers and iconic brands including: Vera Wang, Jhane Barnes, kensie, Dana Buchman, Lilly Pulitzer and Cynthia Rowley. Branded collections from Kenmark includes: República®, Thalia, Timex®, Hush Puppies®, Wolverine® and house collections. For a complete offering of frames and sun styles, visit www.kenmarkoptical.com.

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