

# KENMARK

KENMARK GROUP



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## Vera Wang Unveils 2010 Sun Collection

LOUISVILLE, KY, February 9, 2010 – Vera Wang is unveiling her 2010 Sun collection this February by the Kenmark Group.

Taking inspirations from her Spring 2010 Ready-to-Wear collection, Vera Wang combines modern, vintage inspired shapes with a bold, yet feminine color palette to create a signature accessory in fashion. The sun collection showcases Vera Wang's artistry through the use of color, temple decor and laying textures.

Several styles in the collection mirror her jewelry and apparel through the use of her original fabrics and jewel embellishments. Her exclusive jewelry pieces are the inspiration behind several frames in the collection. Antique stone clusters and real wood plaques are laminated into a few temples to enhance the overall design of the frames. The intricate logo detailing and signature VW monogrammed logo provides texture and distinctiveness.

The custom color palette includes shades of amethyst, crimson, and plum. Each piece is hand crafted from the finest materials and available with either polarized or fashion gradient sun lenses.

Vera Wang sun comes with a sculpted case and features a 3-year warranty. Vera Wang Sunwear is available at Vera Wang Fashion Flagship, Vera Wang Flagship Salon and select optical boutiques worldwide.

### About Vera Wang

Vera Wang Group designs, markets and distributes collections of women's ready-to-wear, bridal and maids apparel as well as Vera Wang Fine Linens under the Vera Wang name. Vera Wang Licensing LLC, the licensing division of the company, has selectively granted licenses for the manufacture and distribution of fragrance and beauty-related products (Coty Prestige, Inc.), eyewear (Couteur Designs, a division of the Kenmark Group), china, crystal, silver and gifts (Wedgwood), Vera Wang suite (Halekulani Hotel), fine papers (William Arthur), mattresses (Serta Mattress Company), and Lavender Label shoes (Brown Shoe). In addition, Vera Wang on Weddings was published by Harper Collins in 2001. In 2007, the company partnered with Kohl's to launch Simply Vera Wang. In 2008, verawangonweddings.com launched as the premier wedding resource and ecommerce destination. For more information on Vera Wang, please visit the company's website at [www.verawang.com](http://www.verawang.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](http://www.kenmarkoptical.com).

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