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Contact: Linda Laube
973-882-0986, ext. 163
llaube@libertysport.com

LIBERTY SPORT PREVIEWS F8 STREET SERIES AT VISION EXPO EAST

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F8 Street Series is a new series of collectible F803 Sports Protective frames with six (6) authentic designs inspired by a fusion of sports performance and street art. Each street series kit includes a custom metal case and micro-fiber pouch, both with matching graphic artwork.

Street Artwork Designs include:

- Audio Skull
- Sword Totem
- Bulls-eye Ripple
- Cherry Vines
- Icarus Heart
- Graffiti Splatter

“Children are wearing gear that makes a statement,” states Linda Laube, VP of Marketing for Liberty Sport. “Eye Protection is needed during any type of sport, whether on the street, on the field, or on dirt trails. We wanted to design a collection that is fun to wear during organized or extreme sports. To do this, we worked with a children’s clothing and accessory designer, who provided us with designs that are in concurrent trends with what children currently want to wear. We translated those designs onto the sports frame and accompanying packaging. To support the Eye Care Professional in selling the F8 Street Series, we also developed an aesthetically similar kit box display, which we are distributing FREE with a purchase of the Street Series frames.”

“This product was designed specifically for our elite accounts that are committed to selling protective eyewear, and who want to have something fresh and aggressive to appeal to their customers” explained Anthony DiChiara, President of Liberty Sport.

The collection can be previewed during Vision Expo East at the Liberty Sport Booth, #2718, and will launch to market in April.

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About Liberty Sport, Inc.

For over 30 years, Liberty Sport, Inc. has been the recognized leader in Rx’able protective and performance sport eyewear. Liberty Sport has been at the forefront: Advancing the growing national eye protection movement by promoting eye safety during scholastic and recreational sports. Today, Liberty Sport sells and distributes its eyewear through eye care professionals and leading optical chains worldwide.