



**For Immediate Release**

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## **ZYLOWARE'S STAR STUDED EVENTS**

### **Josie Natori Hosts Fashion Presentation**

*Friday, March 19<sup>th</sup>*

### **Daisy Fuentes Attends Vision Expo East**

*Saturday, March 20<sup>th</sup>*

**All at booth #2236**

Get a front row view at the Natori fashion presentation hosted by designer **Josie Natori** herself on Friday, March 19<sup>th</sup> at 1:00pm. View the Spring 2010 Natori collection highlighting Josie Natori's signature prints, timeless silhouettes and rich colorations, all pure glamour and yet very comfortable. Plus, indulge your eyes in pure artistry and view the new styles from the Natori eyewear collection. In addition, one special attendee to the fashion presentation will win a fantastic Natori gift card.

Meet, greet and get photographed with the Latina beauty, **Daisy Fuentes**, who will be wearing and showing her fashionable eyewear collection at ZyloWARE's booth, #2236, Saturday, March 20<sup>th</sup> 12:00pm - 2:00PM.

In addition to the ZyloWARE promotions for February (*Purchase Any 6 Daisy Fuentes frames and receive a free Daisy Fuentes hair care kit*) and March (*Purchase any 6 Randy Jackson frames and receive a free Randy Jackson watch*), special show only promotions, including gifts-with-purchase, will be offered.

All ZyloWARE Eyewear brands are supported with a full assortment of merchandising materials including a 4-piece display, signature plaque, poster, and counter cards—all available with a minimum purchase.

For more information on Randy Jackson, Sophia Loren, Stetson, Stetson Off Road, Via Spiga, Gloria Vanderbilt, Gloria by Gloria Vanderbilt, ZyloWARE Collections, Daisy Fuentes and Natori retailers may contact ZyloWARE at 800-765-3700 or via e-mail at [info@zyloware.com](mailto:info@zyloware.com).

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## **ABOUT JOSIE NATORI EYEWEAR:**

The vision of Natori Eyewear is not only how a woman sees, but how she is seen. Eyewear that reflects both is rare. Eyewear that does so with the signature style of Natori is utterly unique. In Natori Eyewear, the insights of art have met life again. The design inspirations are Iconic, Indulgent and Modern.

**ICONIC:** As always, Natori sees the classics through a unique lens of East meets West and sophistication meets simplicity. Timeless tortoise, magnetic animal prints and artful geometrics — often bearing the Natori crest — are destined to become the new icons of the modern eyewear wardrobe.

**INDULGENT:** To the Natori woman, luxury is necessary. Indulgence is deserved. So, embellishments like Swarovski® crystals pavé and mother of pearl inlay seem only natural parts of her glamorous side.

**MODERN:** Natori style can always take a woman from morning until midnight without skipping a beat. That is what modern means. Eyewear with innovative textures and intriguing juxtapositions of materials are the essence of this new versatility.

**ABOUT DAISY FUENTES EYEWEAR:** Daisy Fuentes eyewear, color creations in metal and zyl, includes 14 ophthalmic styles featuring milled metal, sheet-cut stainless steel, monel eyewire, hand-crafted zyl, and wide temples. Beautiful embellishments consist of foil, engraving, rivets, and acid-etched open temples. All frames include a signature DF logo in each inside temple tip.

Named as one of People Magazine's 50 Most Beautiful, Daisy Fuentes has helped define the perception of Latina beauty. Long before there were any prominent young Latin women on American television, there was Daisy Fuentes. Fuentes is the rare combination of All American and Latina.

Daisy Fuentes became a household name years ago, and is a role model for women. She used her name as a springboard to launch a fashion line in Kohl's and has now become an American lifestyle brand, which includes sportswear, intimates, accessories, handbags, swim wear, shoes, and multiple fragrances with over four hundred million dollars in sales.

Starting out as a model and then moving into TV, Daisy has proven her staying power and longevity in the entertainment industry for more than 22 years. Able to work effortlessly in, Spanish and English, Daisy became the first VJ to be signed to both MTV U.S. and MTV Latino, launching her as a TV star internationally.