

**MEDIA ALERT**

February 24, 2010

**JOHN VARVATOS TO APPEAR WITH REM EYEWEAR  
AT VISION EXPO EAST & EYEROCK**

In support of the new Spring 2010 Eyewear Collection created by Base Curve, the luxury arm of REM Eyewear, John Varvatos will be making a personal appearance at the REM Eyewear booth at the upcoming Vision Expo East in New York.

- WHO:** John Varvatos, creator of the highly successful John Varvatos men's clothing and lifestyle brand.
- WHAT:** John Varvatos Spring 2010 Eyewear Collection Premiere at Vision Expo East
- WHEN:** Saturday March 20<sup>th</sup>, 2:00- 4:00 PM TBC
- WHERE:** Vision Expo East  
Jacob K. Javits Convention Center  
Booth #2736  
New York, NY

The same evening, Varvatos will be attending the EyeRock event, which is presented by Converse and John Varvatos by REM Eyewear on March 20th at BB King Blues Club, where amateur musicians from across the optical industry will join to perform a night of unforgettable music benefiting OneSight.

- WHO:** John Varvatos, creator of the highly successful John Varvatos men's clothing and lifestyle brand.
- WHAT:** More than twenty of the optical industry's best rock musicians and singers will collaborate for the third annual EyeRock. The concert will benefit OneSight, a Luxottica Group Foundation that delivers free vision care and eyewear to underprivileged individuals around the world.
- WHEN:** Saturday March 20<sup>th</sup>, 7:00- 11:00 PM
- WHERE:** BB King Blues Club, 42<sup>nd</sup> Street, Times Square  
New York, NY

The John Varvatos Eyewear SPRING 2010 collection delivers distinctive design and classic style with a signature edge. Always moving forward, but never abandoning its rock'n'roll roots; this collection is a perfect balance of luxury and casual. The collection features vintage inspired silhouettes, and impeccable details, in a range of subtle colors. Comfort and fit are integral to the design of John Varvatos Eyewear, with newly engineered concealed spring hinges that allow for flexibility and strength. The look of the line is masculine and versatile, while always maintaining a high standard of functionality and excellence.

The new eyewear collection is a seamless extension of the John Varvatos clothing and accessories collections, an everyday wardrobe staple with signature John Varvatos attitude.



**About John Varvatos:**

Launched in 2000 with a collection of tailored clothing and sportswear, John Varvatos now represents an entire men's lifestyle that includes footwear, bags, belts, eyewear, limited edition watches, men's and women's luxury skincare and fragrances, as well as the younger, edgier John Varvatos USA Collection and Converse by John Varvatos. The designer has been recognized three times by the CFDA with an American Fashion Award for New Menswear Designer (June 2000) and Menswear Designer of the Year (June 2001 and June 2005) and was honored as GQ's "Designer of the Year" in 2007. The collection is distributed in freestanding John Varvatos boutiques across the US, as well as in better specialty stores throughout the world. [www.johnvarvatos.com](http://www.johnvarvatos.com)

**About Base Curve:**

Base Curve, launched in 2006, is a leading designer and marketer of optical and sunglass eyewear worldwide. Base Curve is the licensee for the John Varvatos Eyewear Collections that debuted in spring 2006. Retail prices for John Varvatos Eyewear range from \$220-\$400. The company is headquartered in Sun Valley, CA. For more information on John Varvatos Eyewear, visit [www.basecurveeyewear.com](http://www.basecurveeyewear.com).

**About OneSight :**

OneSight, a Luxottica Group Foundation, is a non-profit organization dedicated to improving vision for those in need worldwide through outreach, research and education. Our global outreach programs include the hand-delivery of vision care and eyewear to those in need. Since 1988, OneSight outreach efforts have helped more than six million people around the world see more clearly. OneSight also supports research and education, granting millions of dollars towards vision preservation and thousands of dollars in scholarships to students pursuing a degree in Optometry. Luxottica Group (a global leader in eyewear design, manufacturing, and distribution) employees, and independent doctors, vendors, donors and other charitable partners worldwide, work together to give the gift of sight to those in need. For more information, [www.onesight.org](http://www.onesight.org).

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