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AMERICA'S LONGEST RUNNING FAMILY-OWNED EYEWEAR SOURCE

For Immediate Release

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ZYLOWARE ANNOUNCES THE SEPTEMBER 2017 LAUNCHES OF SOPHIA LOREN, STETSON, STETSON OFF ROAD, GLORIA BY GLORIA VANDERBILT, VIA SPIGA, MAXSTUDIO.COM, LEON MAX, INVINCILITES AND PROJECT RUNWAY

Port Chester, NY: Exciting new ZyloWARE Eyewear releases for Sophia Loren, Stetson, Stetson Off Road, Gloria by Gloria Vanderbilt, Via Spiga, MaxStudio.com, Leon Max, Invincilites and Project Runway for September 2017.

Modern styling takes on a retro-inspired twist with the bold look of **Sophia Loren M283**. This full rim metal in a modified oval shape is offered in two feminine colors. Blush (019) has a shiny pink front with striped pink temples. Lavender (095) features a shiny purple front with purple pearl horn on the temples. Both styles feature dazzling crystal décor with transparent and opaque epoxy in overlapping squares on the temple. Comfort fit features include spring hinges, snap-in nose pads and the ability to accommodate progressives.

Colors: Blush (019) • Lavender (095)
Sizes: 53-17-135
Special Features: Full rim; Metal; Modified oval shape; Crystal décor on temples; Spring hinges; Snap-in nose pads; Accommodates progressives

Elegant style meets modern design in the attractive look of **Sophia Loren 1553**. This is an on-trend rectangular acetate that is extremely light weight for a comfortable fit all day long. Petite Fit sizing is designed to work with the overall proportion of the women's face, so women with smaller features will always look and feel their best. Rose (118), Brown (183) and Periwinkle (252) offer three distinct looks to compliment any woman's wardrobe. Spring hinges provide the wearer with easy adjustments. Accommodates progressives.

Colors: Rose (118) • Brown (183) • Periwinkle (252)
Sizes: 52-15-140
Special Features: Full rim; Zyl; Petite Fit; Rectangle shape; Crystal décor on temple; Spring hinges; Accommodates progressives

Masculine styling meets classic design in the bold look of **Stetson style 344**. This semi-rimless metal is available in two traditional colors for the guy who wants reliable eyewear that looks good too. Khaki (063) has a brushed gunmetal finish with a matte brown stripe temple. Light Gunmetal (342) has a shiny light gunmetal finish with matte grey stripe on the temple. The ST 344 offers comfort features such as spring hinges and snap-in nose pads for easy adjustments, plus the ability to accommodate progressives.

Colors: Khaki (063) • Light Gunmetal (342)
Sizes: 54-18-145
Special Features: Semi-rimless; Metal; Rectangle shape; Spring hinges; Snap-in nose pads, Accommodates progressives

Stetson Off Road 5062 is a stylish semi-rimless metal with masculine appeal. This handsome frame is available in a rectangle shape and offered in two versatile colors: Black (021) and Brown (183). Each feature a satin finish on the front and metal temple and a tortoise pattern on the zyl temple tips. The Off Road logo can be found inside the left temple tip for subtle branding. Comfort fit features include spring hinges and snap in nose pads for easy adjustments. Accommodates progressives.

Colors: Black (021) • Brown (183)
Sizes: 53-17-140
Special Features: Semi-rimless; Metal; Rectangle shape; Metal temple; Zyl temple tip; Snap-in nose pads; Spring hinges; Logo inside left temple tip; Accommodates progressives

The **Stetson Off Road 5063** is a sleek frame that demands a ton of attention. This full rim look is composed of injected plastic for a lightweight feel. Offered in three diverse colors, the OR 5063 provides the wearer with versatile wardrobe options and classic styling. Spring hinges allow for easy adjustments. The OR 5063 can accommodate progressive lenses.

Colors: Black Fade (189) • Grey (100) • Demi Brown (183)
Sizes: 55-18-140
Special Features: Plastic injection; Full rim; Rectangle shape; Spring hinges; Laser 'S' on temple tip; Accommodates progressives

Stand apart from the crowd in the eye-catching appeal of **Gloria by Gloria Vanderbilt 4054**. This semi-rimless metal frame stuns in two distinctive colors. Black (021) has a shiny finish with black and grey confetti pearl on the temple tip. Burgundy (077) has a shiny front with rose over milky rose temple tips. Both colors feature a floral pattern engraved into the temples for a touch of feminine appeal. Comfort fit features include spring hinges and snap-in nose pads.

Colors: Black (021) • Burgundy (077)
Sizes: 52-17-135
Special features: Semi-rimless; Metal; Rectangle shape; Spring hinges; Floral pattern engraved into temples; Snap-in nose pads; Accommodates progressives

4055 from Gloria by Gloria Vanderbilt was designed for the modern woman. This stylish full rim zyl features a bold color palette in three different looks. A metal crisscross design with epoxy fill adds a touch of glamour to the temple and continues to a tortoise pattern zyl in complimenting colors. Spring hinges allow the wearer to make easy adjustments, while the ability to accommodate progressives provides added convenience.

Colors: Black (021) • Burgundy (077) • Navy (300)
Sizes: 50-17-140
Special features: Full rim; Zyl; Oval shape; Metal crisscross design on temple features epoxy fill; Zyl temples; Spring hinges; Accommodates progressives

The **Via Spiga Odetta** is available in three on-trend colors to upgrade your look this season. This semi-rimless metal in a modern cat-eye effortlessly transitions from a professional look to a night out with a wink. Black (500) has an exposed “V” pattern on the temples in gold while Berry Multi (710) and Blue Multi (790) shake it up with a water-color design on the front and temple. All three colors feature the Via Spiga logo inside the right temple tip for subtle designer branding. Comfort fit features include snap-in nose pads and spring hinges for easy adjustments. Accommodates progressives.

Colors: Black (500) • Berry Multi (710) • Blue Multi (790)
Sizes: 51-16-135
Special features: Semi-rimless, Metal; Cat-eye shape; Spring hinges; Via Spiga logo inside right temple tip; Snap-in nose pads; Accommodates progressives

Be the star of the show in **Via Spiga style Salvatora!** A fresh-looking zyl, the VS Salvatora combines a variety of color gradients with head-turning marble designs. Each of the three distinct colors are packed with a ton of personality – Black/Grey Fade (520) has a bold transition from dark to light on the front with a dark grey marble pattern on the temples. Brown/Violet Fade (580) has a beautiful translucent brown to purple combination on the front, which perfectly complements the violet marble pattern on the temples. Lastly, Berry Fade (710) has a dark red hue on the front that transitions to a translucent pink, offset by marbled temples in mauve pearl. Each color features the Via Spiga logo plaque on the outside temple and spring hinges for easy adjustments.

Colors: Black/Grey Fade (520) • Brown/Violet Fade (580) • Berry Fade (710)
Sizes: 53-16-135
Special features: Full rim; Zyl; Modified round shape; Via Spiga logo on outside temple; Spring hinges; Accommodates progressives

Create a fashion-forward look with the stylish appeal of **MaxStudio.com 158M**. This full rim, metal frame flatters a variety of facial shapes in an on-trend geometric style. Black (021) has a shiny black front with black and white marbled temples. The front of Slate (175) features a shiny gloss finish atop a satin blue base coat and is accentuated by tortoise temples. The temple design for each coloration includes a laser cut-out pattern on the acetate temple which creates a 3D geometric effect. Both colors have a shiny MaxStudio.com globe logo can be found on the outside temple for subtle designer branding. Spring hinges and snap-in nose pads allow for easy adjustments. The LX 158M accommodates progressives.

Colors: Black (021) • Slate (175)
Sizes: 53-15-135
Special features: Full rim; Metal frame; Geometric shape; Spring hinges; Globe logo on outside temples; Snap-in nose pads; Accommodates progressives

Leon Max 6022 is the complete package, offering an innovative design that walks the line between contemporary styling and classic appeal. This modern cat-eye acetate shape has captivating detail on the front brow. Two neutral color choices accentuate a variety of wardrobe options – Black (021) features a black front with contrasting light tortoise at the top. Tortoise (024) mimics the same detail but with a softer, light horn pattern. The Leon Max logo is lasered with gold fill on the inside right temple for a touch of designer branding. Accommodates progressives.

Colors: Black (021) • Tortoise (024)
Sizes: 51-20-140
Special features: Full rim; Zyl; Cat-eye shape; 5-barrel hinge; Leon Max logo lasered with gold fill on the inside right temple; Accommodates progressives

Crafted with the goal of redefining woman's eyewear, **Leon Max style 6023** represents styling for the wearer who wants her frames to go above and beyond the norm. Offered in two colors, Black (021) features a black front over crystal and dark brown horn temple. Tortoise (024) sports tortoise over crystal on the front and light horn over beige on the temple. Two gunmetal rivets on each side add to the on-trend look of LM 6023. Accommodates progressives

Colors: Black (021) • Tortoise (024)
Sizes: 53-16-140
Special features: Full rim; Zyl; Geometric shape; Gunmetal rivets on front; 5-barrel hinge; Leon Max logo lasered with gold fill on the inside right temple; Slotted temple screws; Accommodates progressives

Leon Max style 6024 represents the pinnacle of craftsmanship, quality and attention to detail. The acetate frame is creative yet playful in three bold shades – Grey (100), Taupe (202) and Teal (249). Each color features a transparent front with marbled temple in a coordinating palette. The Leon Max logo is lasered with gold fill on the inside right temple for a touch of designer branding. Accommodates progressives.

Colors: Grey (100) • Taupe (202) • Teal (249)
Sizes: 53-17-140
Special features: Full rim; Zyl; Modified round shape; Gunmetal rivets on front; 5-barrel hinge; Leon Max logo lasered with gold fill on the inside right temple; Slotted temple screws; Accommodates progressives

Step outside of the norm with **Sigma R by Invincilites**. A rimless plastic, the Sigma R is extremely lightweight and can accommodate even the most on-the-go lifestyles. Cognac (168) features a metallic front with opaque burgundy temple and clear temple tips for a look that is minimal yet stylish. Snap-in nose pads keep the frame in place all day long. Accommodates progressives.

Colors: Cognac (168)
Sizes: 51-18-140
Special features: Rimless; Plastic; Modified oval shape; Injection temple and temple tip; Snap-in nose pads; Accommodates progressives

Looking to bend the style rules? Go outside of the box with **Sigma V by Invincilites**. Durable and lightweight, the Sigma V is a rimless metal in a stylish geometric shape. A teal metallic front offers a bold pop of color and can be seen again in an opaque shade on the injection temple. Comfort fit features include snap-in nose pads and the ability to accommodate progressives.

Colors: Teal (249)
Sizes: 53-18-140
Special features: Rimless; Plastic; Geometric shape; Injection temple and temple tip; Snap-in nose pads; Accommodates progressives

Invincilites Zeta 103 brings simplistic styling to a whole new level. This rimless frame features metal temples with two small cut-outs near the wrapping metal endpiece for a twist on the minimalist look. Available in Taupe (202), the Zeta 103 has a shiny tan finish on the front and complimenting satin finish on the temple. Injected temple tips provide the wearer with all day comfort, while snap-in nose pads allow for easy adjustments. Accommodates progressives.

Colors: Taupe (202)
Sizes: 50-18-140
Special features: Rimless; Metal; Cut-outs on temple; Snap-in nose pads; Accommodates progressives

Project Runway 133Z is a fashion-forward frame with a ton of attitude. Offered in an alluring cat-eye shape, this zyl frame flatters a ton of face shapes and features. Black (021) has a black over pink top layer with a colorful pop of fuchsia underneath. Tortoise/Purple (087) features a similar double layer combo, with purple as the first layer and tortoise on top. The PR 133Z accommodates progressives for added convenience.

Colors: Black (021) • Tortoise/Purple (087)
Sizes: 52-16-135
Special features: Full rim; Zyl frame; Cat-eye shape; Zyl temples; Recessed epoxy rivets on front; Accommodates progressives

Steal the spotlight in the alluring look of **Project Runway style 134M**! This full rim metal frame is offered in a stylish square shape. Black (021) has a shiny black front with epoxy detail in a bold shade of fuchsia on the top of the brow bar and temple. Fuchsia accents continue onto the inside temple tip for a bonus pop of color. Navy (300) features a shiny navy front with lilac stripe epoxy on the top brow bar and temple, and is finished off with a pop of translucent violet on the inside temple tip. PR 134M can accommodate progressives for added convenience.

Colors: Black (021) • Navy (300)
Sizes: 52-15-135
Special features: Full rim; Metal frame; Square shape; Zyl temple tips; Snap-in nose pads; Accommodates progressives

For more information, retailers may contact Zyloware at 800-765-3700, via e-mail at sales@zyloware.com, or online at www.zyloware.com.