



For Immediate Release

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ZYLOWARE ANNOUNCES THE MAY 2018 LAUNCHES OF SOPHIA LOREN, STETSON, VIA SPIGA & INVINCILITES

Port Chester, NY: Exciting new ZyloWARE Eyewear releases for Sophia Loren, Stetson, Via Spiga and Invincilites for May 2018.

Timeless styling and elegant design are brought together in the feminine appeal of **Sophia Loren M289**. This full rim metal comes in a flattering rectangle shape and features a stunning, wrapping metal endpiece with braided design and crystal detailing. The SL M289 is available in Blush (019) and Mocha (141), both which effortlessly pair with any occasion. Petite fit sizing offers a precise, comfortable fit for women who have smaller facial features. Comfort fit features include spring hinges, snap-in nose pads and the ability to accommodate progressive lenses.

Colors: Blush (019) • Mocha (141)
Sizes: 50-16-135
Special Features: Full rim; Metal frame; Petite Fit; Rectangle shape; Crystal décor on temples; Spring hinges; Snap-in nose pads; Accommodates progressives

Sophia Loren 1558 is a beautifully designed frame in an oval shape that flatters a variety of faces and features. This full rim zyl is available in three feminine colors – Natural (003) has a milky tan front with marbled tan temple tips. Brown/Cream (183) has a brown over cream horn design on the front repeated on the temple tips, and Rose (118) has a translucent dark rose front and rose horn temple tip. All three colors feature shiny metal décor on the temple. Comfort fit features include spring hinges and the ability to accommodate progressive lenses.
Brown/Cream (183) and Rose (118).

Colors: Natural (003) • Rose (118) • Brown/Cream (183)
Sizes: 53-17-135
Special Features: Full rim; Zyl frame; Oval shape; Zyl temple tips; Metal décor on temple; Spring hinges; Accommodates progressives

Introducing **Stetson Zylo-Flex 720**, a semi-rimless frame in a handsome rectangle shape. This impressive style features memory metal technology built for the needs of the modern-day guy. Offered in two colors, Black (021) and Gunmetal (058), the ST ZF 720 is a truly iconic eyeglass that blends masculine design with innovative features. Snap-in nose pads allow for easy adjustments. Accommodates progressive lenses.

Colors: Gunmetal (058) • Black (021)
Sizes: 56-19-140
Special Features: Semi-rimless; Memory metal front, bridge and temple; Square shape; Injected temple tip; Regular hinge; Snap-in nose pads; Accommodates progressives

Enjoy masculine styling with the progressive look of **Stetson Zylo-Flex 721**. This full rim frame features memory metal throughout the front, bridge and temple for an ideal fit that conforms to the wearer's head. Two versatile colors cover all your wardrobe needs in Gunmetal (058) and Tan (097). Comfort fit features include snap-in nose pads and the ability to accommodate progressives.

Colors: Gunmetal (058) • Tan (097)
Sizes: 58-19-145
Special Features: Full rim; Memory metal front, bridge and temple; Navigator shape; Injected temple tip; Regular hinge; Snap-in nose pads; Accommodates progressives

Via Spiga Luisa was made to stand out from the crowd. This full rim zyl comes in a trendy square shape to flatter a variety of faces. The VS Luisa comes in three versatile colors – Black (500) has a solid front over clear crystal with blue and grey sparkle temples. Champagne (600) has a champagne crystal front with sparkling champagne demi temples. Violet (740) has a translucent front and violet demi sparkle temples. A signature “V” logo decorates each side of the front for a touch of minimal designer branding. Comfort fit features include spring hinges and the ability to accommodate progressives.

Colors: Black (500) • Champagne (600) • Violet (740)
Sizes: 52-17-135
Special Features: Full rim; Zyl frame; Square shape; “V” logo on each side of the front; Spring hinges; Accommodates progressives

Turn heads in the stylishly refined look of **Via Spiga Mafalda**. This full rim metal is available in two distinctive colors – Black (500) and Brown (560). Black has a satin front topped with a shiny clear coat and translucent blue horn temples. Brown has a satin front with shiny clear coat and translucent mauve horn temples. Both colors feature a tasteful “V” logo on each side of the front and “V” imprint running down the zyl temple that decreases in size as it approaches the temple tip. The VS Mafalda features snap-in nose pads, spring hinges and the ability to accommodate progressives.

Colors: Black (500) • Brown (560)
Sizes: 53-16-135
Special Features: Full rim; Metal frame; Rectangle shape; Zyl temples; Via Spiga logo inside right temple tip; Spring hinges; Snap-in nose pads; Accommodates progressives

Get ready to be the center of attention this season with the stylish look of **Via Spiga Nella**. This playful full rim zyl comes in a trendy round shape and three fun colors that effortlessly pair with any outfit. Black (500) has a solid front over crystal zyl with burgundy horn temples. Champagne (600) has a crystal front with amber horn temples, while Denim (780) shakes things up with a translucent blue front and blue horn temples. All three colors feature a shiny metal plaque with the engraved Via Spiga logo for bold designer branding. The VS Nella offers spring hinges for easy adjustments and the ability to accommodate progressive lenses.

Colors: Black (500) • Champagne (600) • Denim (780)
Sizes: 54-18-135
Special Features: Full rim; Zyl frame; Modified round shape; Shiny metal Via Spiga logo plaque on zyl temple; Integrated spring hinges; Accommodates progressives

Invincilites Zeta 107 is a rimless metal frame with a weightless look. Available in Brown (183), Zeta 107 has a shiny brown metal bridge and temple with dark brown temple tips. This frame features Petite Fit sizing for smaller faces and a narrower PD. Snap-in nose pads provide a comfortable fit all-day long.

Colors: Brown (183)
Sizes: 49-18-135
Special Features: Rimless; Metal frame; Petite Fit; Oval shape; Regular hinge; Snap-in nose pads; Single vision

Get ready to take a step forward with the stylish look of **Invincilites Zeta 108**. This rimless metal frame is available in Rose (118), which features a metal bridge and temple in a shiny rose finish. Offered in a fashionable modified oval shape, the Zeta 108 provides a lightweight look that keeps the focus on your eyes, not your eyewear. Accommodates progressives.

Colors: Rose (118)
Sizes: 53-18-140
Special Features: Rimless; Metal frame; Modified oval shape; Regular hinge; Snap-in nose pads; Accommodates progressives

Download images here: <https://spaces.hightail.com/space/ljHWe6ZuE6>

Digital Photography Attached

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

About Zyloware: The We Are Zyloware campaign celebrates what makes Zyloware the success it is! We are family, history, quality and customer satisfaction. We are composed of many unique individuals; each with our own motivations and desires. But, as a part of the Zyloware team, we are one. We act together; we share common values and goals. We are innovators. We are change makers.