



For Immediate Release

Contact: Alexa Faeth
Press: 800-765-2121, ext. 434
914-708-1200, ext. 434
afaeth@zyloware.com
Retailers: 800-765-3700

ZYLOWARE ANNOUNCES THE JULY LAUNCHES OF SOPHIA LOREN, STETSON, STETSON OFF ROAD, GLORIA BY GLORIA VANDERBILT, VIA SPIGA, MAXSTUDIO.COM, SHAQUILLE O’NEAL, INVINCILITES AND DAISY FUENTES

Port Chester, NY: Exciting new ZyloWARE Eyewear releases for Sophia Loren, Stetson, Stetson Off Road, Gloria by Gloria Vanderbilt, Via Spiga, Maxstudio.com, Shaquille O’Neal, Invincilites and Daisy Fuentes for July 2018.

Destined for the spotlight, **Sophia Loren Beau Rivage 85** is a semi-rimless metal with elegant appeal. Offered in two feminine colors, Natural (003) and Auburn (210), the SL BR 85 features a shiny metal front and lightweight zyl temple. A subtle cut-out on the endpiece is adorned with crystal décor and leads to a metal plaque encompassed by more crystal detailing. Petite Fit sizing offers a precise, comfortable fit for women who have smaller facial features. The SL BR 85 features spring hinges, snap-in nose pads and the ability to accommodate progressive lenses.

Colors: Natural (003) • Auburn (210)
Sizes: 50-17-135
Special Features: Semi-rimless; Metal frame; Petite Fit sizing; Zyl temple; Cut-out on endpiece; Crystal décor; Spring hinges; Snap-in nose pads; Accommodates progressives

Stetson 352 is a masculine frame with a lightweight design. This full rim metal is available in a versatile square shape and two traditional colors – Black (021) and Gunmetal (058). Black has a shiny black front and temple, with a gunmetal finish on the temple exterior. Gunmetal sports a shiny finish throughout. Both colors have two raised vertical bars on either side of the signature Stetson “S” logo on the temple exterior. The ST 352 features snap-in nose pads for a secure fit and spring hinges for easy adjustments. Accommodates progressives.

Colors: Black (021) • Gunmetal (058)
Sizes: 56-18-145
Special Features: Full rim; Metal frame; Rectangle shape; Two raised bars on either side of raised “S” logo on metal temple; Zyl temple tips; Spring hinges; Snap-in nose pads; Accommodates progressives

Embodying both quality and masculine styling, **Stetson Off Road 5070** was built for the guy with a rugged disposition. This semi-rimless metal frame comes in two colors – Black (021) and Gunmetal (058). Both options feature an attractive rectangle front, sturdy metal temples and zyl temple tips. Comfort fit features include spring hinges, snap-in nose pads and the ability to accommodate progressives.

Colors: Black (021) • Gunmetal (058)
Sizes: 53-18-140
Special Features: Semi-rimless; Metal frame; Rectangle shape; Metal temples; Spring hinges; Snap-in nose pads; Accommodates progressives

Embodying both quality and masculine styling, **Stetson Off Road 5068** was built for the guy with a rugged disposition. This full rim, metal frame comes in two colors – Black (021) and Gold (057). Both options feature an attractive rectangle front, sturdy metal temples and zyl temple tips. Comfort fit features include spring hinges, snap-in nose pads and the ability to accommodate progressives.

Colors: Black (021) • Gold (057)
Sizes: 54-18-145
Special Features: Full rim; Metal frame; Rectangle shape; Metal temples; Zyl temple tips; Spring hinges; Snap-in nose pads; Accommodates progressives

Equal parts sharp and charming, **Gloria by Gloria Vanderbilt 4061's** flattering oval shape is backed by sturdy stainless steel construction. This full rim metal features a classic look for the modern-day woman, with diamond shaped cut-outs on the temple for added detail. Available in Tan (097) and Brown (183), both colors offer comfort fit features such as spring hinges for easy adjustments and snap-in nose pads. Accommodates progressives.

Colors: Tan (097) • Brown (183)
Sizes: 54-15-135
Special Features: Full rim; Metal frame; Modified oval shape; Diamond cut-outs on temple; Zyl temple tips; Spring hinges; Snap-in nose pads; Accommodates progressives

With a polished silhouette and an updated modern look, **Gloria by Gloria Vanderbilt 4062** is an ultra-wearable classic that will enhance any wardrobe. This full rim plastic adds a pop of color to any outfit in two versatile colors – Berry (133) and Teal (249). Each color features a raised chain-link design pressed onto the metal temple for added interest. Zyl temple tips provide the wearer with added comfort, while spring hinges allow for easy adjustments. The GG 4062 accommodates progressive lenses.

Colors: Berry (133) • Teal (249)
Sizes: 53-16-140
Special Features: Full rim; CP Injected frame; Metal temple with raised chain-link design; Zyl temple tips; Spring hinges; Accommodates progressives

Sleek and sophisticated, **Via Spiga Pietra** is an on-trend frame in a stylish cat-eye shape that is perfectly appropriate for whatever life throws your way. This full rim metal has a bold browline with a dramatic upswept design that is equally captivating as it is fashionable. Offered in Black (500) and Navy (770), VS Pietra has a solid metal front and temple, with an acetate insert stamped with the Via Spiga logo. Comfort fit features include spring hinges and snap-in nose pads. Accommodates progressives.

Colors: Black (500) • Navy (770)
Sizes: 52-15-135
Special Features: Full rim; Metal frame; Cat-eye shape; Metal temple with acetate insert featuring Via Spiga logo; Spring hinges; Snap-in nose pads; Accommodates progressives

Be the star of the show in **Via Spiga Ondina** – A fresh-looking zyl, VS Ondina combines an on-trend geometric shape with intricate patterned detail for a stunning frame that continues to deliver. Available in two fashion-forward colors, Black (500) is a solid black zyl throughout while Navy (770) features a solid navy front with tortoise patterned temples. Both colors feature a riveted design on the front that widens toward the temple, along with a row of raised rivets on the temple exterior and a Via Spiga logo plaque inside the temple tip for subtle designer branding. The VS Ondina features spring hinges for easy adjustments and the ability to accommodate progressive lenses.

Colors: Black (500) • Navy (770)
Sizes: 52-16-135
Special Features: Full rim; Zyl frame; Geometric shape; Patterned design pressed into front; Raised detail on temple exterior; Via Spiga logo plaque on inside temple tip; Spring hinges; Accommodates progressives

We love **Maxstudio.com style 150M** so much, we just had to add it in another color! Black and Brown are great looking options on their own, but the LX 150M in Gold (057) elevates this style to a whole new level. A full rim metal in a modified oval shape, this frame features a smooth, shiny finish on the front that contrasts beautifully with the tortoise patterned zyl temples. The MaxStudio.com globe logo can be found on the outside temple for subtle designer branding. Spring hinges add for the ability to make easy fit adjustments while snap-in nose pads keep the LX 150M secure all day long.

Colors: Gold (057)
Sizes: 53-16-135
Special Features: Full rim; Metal frame; Modified oval shape; Maxstudio temple tip; Globe logo décor on outside temples; Spring hinges; Snap-in nose pads

Maxstudio.com style 164Z is a full rim zyl with a ton of style. Offered in a stylish square shape, the LX 164Z flatters a variety of facial shapes and features. Garnet (167) has a transparent red front with shiny tungsten temples. Cream Tortoise (346) has a cream tortoise front with shiny black metal temples. Both colors feature the Maxstudio.com globe logo on the outside temple in a gunmetal finish and domed clear epoxy overlay. Comfort fit features include spring hinges for easy adjustments and the ability to accommodate progressives.

Colors: Garnet (167) • Cream Tortoise (346)
Sizes: 52-16-140
Special Features: Full rim; Zyl frame; Square shape; Metal temple; Maxstudio temple tip; Globe logo décor on outside temples; Spring hinges; Accommodates progressives

This semi-rimless metal incorporates an athleisure-inspired look with bold pops of color throughout. Offered in three versatile colors, **Shaquille O'Neal 132M** pairs a metal front in a matte finish with a two-color injected temple for a ton of added personality. Extended Fit sizing (Shaq-Sized) offers the wearer a roomy fit with additional headspace and longer temples. Comfort fit features include spring hinges for added durability, snap-in nose pads for an evenly dispersed feel and the ability to accommodate progressive lenses.

Colors: Gunmetal (058) • Navy (300) • Matte Black (323)
Sizes: 55-18-145
Special Features: Semi-rimless; Metal frame; Rectangle shape; Extended Fit sizing; 2-color injected temple; Shaq logo lasered on temple; Spring hinges; Snap-in nose pads; Accommodates progressives

Performance and fashion collide in the athleisure-inspired look of **Shaquille O'Neal 142Z**. This masculine, full rim, rectangle zyl is no match for the competition. Metal and zyl combination temples feature a sporty cut-out, adding to the lightweight appeal of QD 142Z. Extended Fit (Shaq-Sized) sizing offers the wearer additional headspace and longer temples. Available in two colors – Black Blue (172) and Black Red (239), the QD 142Z features spring hinges for easy adjustments and the ability to accommodate progressives.

Colors: Black Blue (172) • Black Red (239)
Sizes: 57-19-150
Special Features: Full rim; Zyl frame; Extended Fit sizing; Rectangle shape; Metal and zyl temple with cut-out; Spring hinges; Foil stamped basketball logo inside temple tip; Accommodates progressives

Challenge yourself to get ahead of the game with the sporty styling of **Shaquille O'Neal 143M**. This full rim metal comes in a handsome rectangle shape with a lightweight design to keep up with an on-the-go lifestyle. Extended Fit (Shaq-Sized) sizing provides extra headspace and longer temple so you'll never have to sacrifice style for comfort. Available in two handsome colors, Black (021) and Navy (300), both have a satin finish on the front with a gunmetal endpiece and temple. Zyl temple tips feature a bold pop of color with a linear stripe down the center. Comfort fit features continue with spring hinges for easy adjustments and snap-in nose pads for a secure fit. Accommodates progressives.

Colors: Black (021) • Navy (300)
Sizes: 58-15-150
Special Features: Full rim; Metal frame; Extended Fit sizing; Rectangle shape; Metal endpiece and temple; Spring hinges; Snap-in nose pads; Foil stamped basketball logo inside temple tip; Zyl temple tip; Accommodates progressives

Invicilites Zeta 105 is a sleek frame that combines modern styling with a lightweight feel. This rimless style comes in a handsome rectangle shape and boasts a slim metal bridge and temple to keep the focus on the wearer's face, not the eyewear. Comfort fit features include zyl temple tips and snap-in nose pads. Accommodates progressives.

Colors: Silver (106)
Sizes: 54-18-140
Special Features: Rimless; Rectangle shape; Metal bridge and temple; Zyl temple tips; Snap-in nose pads; Accommodates progressives

Lightweight construction and minimalist styling combine in the simple appeal of **Invincilites style Zeta 109**. Offered in Brown (183), this rimless frame features a shiny metal temple with a laser pattern engraved down it's length. Zyl temple tips in brown pearl provide added comfort for the wearer, while snap-in nose pads offer a secure fit. Accommodates progressives.

Colors: Brown (183)
Sizes: 53-18-140
Special Features: Rimless; Rectangle shape; Metal bridge; Metal temple with laser pattern; Zyl temple tips; Snap-in nose pads; Accommodates progressives

Daisy Fuentes La Mayda may seem like a refined silhouette at first glance, but this semi-rimless metal has a fun and flirty side that loves to run wild. Available in three colors – Black (021), Burgundy (077) and Rose (118), the DF La Mayda has a shiny metal front with an epoxy filled triangle accent on the endpiece. Zyl temples feature a subtle yet playful zebra print pattern for added appeal. Luxury fit sizing provides longer temples and an extended endpiece for a more comfortable fit that is tailored to the needs of women with larger facial features. Spring hinges allow for easy adjustments, while snap-in nose pads provide a secure fit all day long. Accommodates progressives.

Colors: Black (021) • Burgundy (077) • Rose (118)
Sizes: 55-18-140
Special Features: Semi-rimless; Metal frame; Luxury Fit; Modified oval shape; Epoxy-filled plaque on endpiece; Animal print pattern on zyl temples; Spring hinges; Snap-in nose pads; Accommodates progressives

Modern and on-trend, **Daisy Fuentes La Zaida** is a full rim metal that instantly elevates your look. Offered in a deep square shape that flatters a variety of faces, DF La Zaida is available in two attractive colors – Black (021) and Tan (097). Both options feature a shiny metal front and a marbled pattern on the temple accented by studded detailing. Luxury Fit sizing provides a better fit solution for women with larger facial features so they can enjoy the latest trends of the season while always looking chic from head to toe. Comfort features include spring hinges, snap-in nose pads and the ability to accommodate progressives.

Colors: Black (021) • Tan (097)
Sizes: 55-17-140
Special Features: semi-rimless; Metal frame; Luxury Fit; Square shape; Zyl temples with studded detail; DF logo inside right temple tip; Spring hinges; Snap-in nose pads; Accommodates progressives

Download images here: <https://spaces.hightail.com/space/UAWNWKYHu4>

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.