



Randy Jackson  
eyewear®

**NOTICEABLE / BOLD / TAILORED / MASCULINE / MODERN / TREND-SETTER**

Randy Jackson built a hugely successful career around his keen eye for talent and style. He is known for his impeccable fashion sense and has been widely recognized during his time as a panel judge, on the hugely successful talent show, “American Idol.” While on the show, *(watched by over 40 million people every week)*, Randy became known for frequently wearing on-trend, noticeable eyewear.



**MASCULINE SHAPES MEET BOLD STYLING**

THE APPEAL:

- He looks for masculine styling and noticeable looks that show good taste
- Wants affordable, quality brands rather than top designers
- Comfort is key – he looks for frames with increased headspace and comfort features like spring hinges

**PRESS AND MEDIA: RANDY JACKSON TALKS EYE HEALTH AND EYEWEAR FIT SOLUTIONS ON TV**



# THE EVOLVED GENTLEMAN

Accessories Make the Man – Over a million views from social influencers #RandyJacksonEyewear

