

BAUMVISION RELEASES NEW COLLECTION FROM REBECCA MINKOFF BY SHANE BAUM AT MIDO 2014

March 2014, Costa Mesa, CA - The new REBECCA MINKOFF 2014 womens eyewear collection includes four new everyday, cool sun frames: the Brighton, Bedford, Berry and the Wythe. The hip collection is available in all the following colors: a feminine PALE PINK, the delicate and gentle color of Mint, the warm glow of Chromosomes/Blonde Tortoise and the refreshing color, Mexi Flower.

NEW SHAPES:**BRIGHTON**

A round oversized cat eye shape—feminine and classic.

BEDFORD

Chunky, chic with a beveled top bar that exposes the layered acetate. Thin laser etched acetate around the lenses on the multi-color acetates to expose a hint of color around the circumference of the lens.

BERRY

Thick silhouetted rounded cat eye. Thin laser etched acetate around the lenses on the multi-color acetates to expose a hit of color around the circumference of the lens.

WYTHE

Squared cat eye with a step cut away creating a top bar across the brow line.

NEW COLORS:**CHROMOSOMES / BLONDE TORTOISE**

The front is a crystal with black organic patterns resembling chromosomes contrasted with blonde tortoise temples.

MINT

3 layer acetate with a mint green front, fluorescent yellow middle and black inside.

PALE PINK

3 layer acetate with a muted pink front, light grey inside, and carnation inside. Milky Taupe: Milky brown (semi-translucent) with *Blue Mirrored Lenses.

MEXI FLOWER

Bright floral acetate with a white inside.

The collection will retail from \$180-\$230 USD and can be purchased at Bloomingdale's, boutiques and Rebecca Minkoff stores worldwide.



REBECCA MINKOFF - is an industry leader in casual luxury handbags, accessories, and apparel, Rebecca Minkoff's playful and subtly edgy designs can be spotted on girls everywhere from downtown to uptown, in the US and abroad.

BAUMVISION - is an eyewear design, manufacturing and distribution company whose clients include Paul Frank Industries, Kilsgaard, TOMS, and Rebecca Minkoff. Baumvision has exclusive European distribution partnerships with MOSCOT and Barton Perreira.

MEDIA CONTACT - For samples and/or high-resolution photos, or to speak with Baumvision executives, please contact: Erin MacAlpine or Marissa Wallace at bluPrint (310) 208 -1300