

**FASHION DESIGNER REBECCA MINKOFF & LUXURY EYEWEAR DESIGNER SHANE BAUM RELEASE NEW FALL 2013 EYEWEAR COLLECTION**

May 6, 2013 - The new Fall 2013 collaborative collection from CFDA designer Shane Baum (of luxury eyewear collection Leisure Society) and fashion designer Rebecca Minkoff introduces an array of new colorations and an additional 8 styles for a total of 17 styles. The collection is available at Rebecca Minkoff shops and other fine retailers worldwide.

**THE COLLECTION INCLUDES:**

**ASTOR** and **BOND** feature an enamel filled eyelet and a laser etched metal temple. Astor is an aviator shape with a crossbar available in Opaque Navy/Silver, Pink Crystal/Silver, and Blonde Tortoise/Gold. Bond is a cat-eye shape available in Yellow Crystal/Silver, Opaque Navy/Silver, and Blonde Tortoise/Gold. The frames will retail for \$200.

**GRAND** and **HUDSON** feature large round metal studs on the temples and a barbell shaped nose bridge. Grand is a round 60s inspired frame available in Opaque Black/Silver, Opaque Red/Silver, and Blonde Tortoise/Gold. Hudson is a classic rectangular shape available in Opaque Navy/Silver, Sweet Cream/Rose Gold, Opaque Red/Silver, and Black Smoke/Silver. The frames will retail for \$230.

**STANTON** and **WOOSTER** feature a micro stud pattern on the Zyl acetate front and temples. Stanton is a classic cat-eye shape available in Opaque Black/Silver, Opaque Red/Silver, and Blonde Tortoise/Gold. Wooster is a round oversized frame and is available in Sweet Cream/Rose Gold, Opaque Navy/Silver, and Black Smoke/Silver. The frames will retail for \$230.

**LUDLOW** and **CROSBY** feature a metal temple with geometric shapes and pyramid studs that integrate into the front of the frame. Ludlow is classic cat-eye shape with a crossbar, available in Opaque Navy/Silver, Blonde Tortoise/Gold, and Green Chip/Silver. Crosby is a classic rectangular frame available in Yellow Crystal/Silver, Opaque Navy/Silver, Blonde Tortoise/Gold, and Black Smoke/Silver. The frames will retail for \$200.

**CHELSEA**, **PERRY**, **WAVERLY**, **CORNELIA**, **BAXTER**, **CARMINE**, **LEONARD**, **LORIMER**, and **UNION** from the first release are being reintroduced in a variety of fresh new colors. New colors to the collection include Green Chip, Champagne, Sweet Cream, and the 2-layer crystal series which comes in Yellow Crystal, Pink Crystal, and Turquoise Crystals. Also new to the collection are Opaque Navy and Opaque Black featuring a matte finish; along with a new Opaque Red coloration.

"Rebecca and I explored her signature forms of decoration that she employs in nearly all of her product lines," says Baum. "The silhouettes are mostly round with influences from mid 50s glamour. I'm proud of the work we've done together and feel fans of Rebecca's handbags and clothing will appreciate her measurable skills as a designer through the medium of sunglasses."

**THE REBECCA MINKOFF X SHANE BAUM COLLECTION IS HIGHLY INTRICATE AND INCLUDES THE FOLLOWING DETAILING:**

The lenses are SOLA® CR-39 lens and are an exclusive combination of treatments offering the finest eye protection and visual comfort. Lenses are 99.9% distortion free, have a scratch resistant coating and are 100% UVA and UVB coated.

The hinges and core wire are stainless steel and our metal frames are made from surgical grade nickel-silver, a high quality metal which is 100% corrosion resistant and prized for its adaptability and durability.

The frames stem from the natural fiber, cotton. Contrary to injected frames, which originate from petroleum, our eyewear contains stabilizers and plasticizers to retain their pliability.

Produced from Italian Mazzucchelli Zyl, which is short for zylonite, the trademark name for cellulose acetate. Zyl is a top quality plastic that originates from natural cotton and wood pulp with an ability to maintain color brightness.

All eyewear can be "rx-ed," meaning opticians can insert prescription lenses in all of our frames. Nylon frames, on the other hand, do not have the capability of being rx-ed, which is why you will not find injected brands in reputable optical retailers.

The frames are all handmade and can be heated and molded to perfectly fit any face. The combination of zyl material and core wire insertions, inside the temples, allow the frames to be adjusted to fit all face shapes.

**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, Shipley & Halmos, and Kilsgaard. Baumvision has exclusive European distribution partnerships with both MOSCOT and Barton Perreira.

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