



MARKETING NEWS

• WHAT'S GOING ON IN THE WORLD OF SIGEYE?

Signature Eyewear's Dakota Smith Los Angeles Brand



eyewear&sunwear product closeup

Dakota Smith Brings Urban Cool to Town

By Kim Pickett, COMT There's a new kid on the block named Dakota Smith Los Angeles. Offered by Signature Eyewear, this sunwear line speaks urban cowboy cool and complements the highly successful sales of other non-optical products in the Dakota Smith brand.

TARGET HARGET
This eight-style sunwear collection aims to meet the needs of independent men of any age. Think of Dakota Smith as a good fit for innovators, musicians, artists, and athletes where modern meets vintage in a hip way. Signature focuses on style, quality, and affordability for this collection. All the models have solid color-matching, tinted polycarbonate or CR-39[®] Rxable lenses for durability and safety, and are 100% UV protective and come in three colors each.

IN THE CORRAL
Assurance is a modern version of the old-school Clubmaster. It features a vintage design in a two-tone metal. The trendy accent on the tip of the frame and the design on the temples let you know this isn't your '80s' sunglass.
Allegation is one style choice that has a larger square lens. The lightweight metal and zyl temples are comfortable and very urban cool while the vintage décor near the hinge adds an old English appeal. If you're looking for sunwear that has a broad appeal, check out

Assurance. This full metal rectangular frame with tooled end-pieces and zyl temples should fit the bill. The Dakota Smith logo plaque on the temple heralds the brand.
Perception has a modern shape that complements narrow and longer faces. This plastic frame shows off with simple rivets surrounding the décor on the temple.

TELEGRAPHING THE MESSAGE
Each sunglass comes with a hard case and a cleaning cloth. Eye-catching point-of-purchase materials and displays are also available.

With its host of unique designs, Dakota Smith sunwear will surely make a strong showing to the original thinkers who come into your dispensary. **vcpn**

Kim Pickett is a certified ophthalmic medical technologist and ophthalmic writer in Minneapolis, MN.

WHERE TO FIND IT
Signature Eyewear
800-785-2337 • sige.com

TOTALOPTICAL.COM VCPN

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Dakota Smith Los Angeles sunwear gets a big page in VCPN!