



# MARKETING NEWS

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

## Signature Eyewear's Rough Justice Brand



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### Tried & Tested: Rough Justice's Vicious Sunglasses

Sunday, April 1

Lynnie and I are always on the hunt for bold eyewear, so it's no surprise that we've fallen hard for Signature Eyewear's Rough Justice collection. The sunglasses line is inspired by the funky, fashion-forward footwear brand of the same name, which was founded by Bodo Loerke in 2007. The Rough Justice sunwear collection boasts glamorous, eye-accentuating styles in bright colors, fierce prints, and sparkly laminates. Many of the frames are made from recycled plastics; the collection also includes 15 ophthalmic frames and three RXable sunglasses. Michael Prince, Signature's CEO, said, "The Rough Justice eyewear collection focuses on delivering a funky, fashionable, standout product that still incorporates technological features and benefits to customers at a reasonable price. The fresh splashes of color create a glamorous feel to this sexy eyewear, and the shapes and sizing flatter any woman bold enough to be a Rough Justice gal."

Among our favorites are Rough Justice's Vicious sunglasses (right, \$129.00). These vintage-inspired frames come in classic black and vivid violet. I chose the latter color to add a much needed pop of color to my mostly black winter wardrobe, and had a blast wearing the super comfortable frames this weekend to the IACP Culinary Expo in SoHo. Here are some pictures...



**Rough Justice** sun style *Viscious* gets a killer write-up on the hot fashion blog **StyleSheWrote.com!**

signature   
eyewear