



## Plume Paris –2011/2012 Campaign

### When Love Takes Over

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Miami, FL., August 25, 2011 – As Plume Paris Eyewear continues to grow and creates its own niche market in the eyewear sector, Best Image Optical is introducing a new campaign which will involve all Plume Paris wearers. Plume Paris Eyewear takes design cues from one of the most famous fashion centered location in the world, Paris, France. As we continue to expand on the Plume Paris Eyewear line taking note of European fashion we wanted to celebrate our designs with another well known feeling association with Paris, France: LOVE. Best Image Optical is in LOVE with Plume Paris Eyewear. Therefore, we wanted to share this same emotion with Plume Paris Lovers (those who wear Plume Paris frames) and anybody else in need to show off some LOVE. Therefore, our campaign: “When LOVE takes over” follows Sara and Kevin a young couple in search of LOVE. Also, those who would like to participate in Sara and Kevin’s LOVE story can send their photos and love stories to [marketing@bestimageoptical.com](mailto:marketing@bestimageoptical.com). Sara and Kevin’s LOVE story will be updated quarterly. Those who participate, called “LOVE Ambassadors” will have the chance to support the “When LOVE takes over” campaign plus be used for our national advertising campaign in 2012. More instructions can be found at [www.plumeparis.com](http://www.plumeparis.com).

About Plume Paris:

Plume Paris frames are produced keeping the wearer’s comfort in mind without sacrificing creative design and premium materials. In our Plume Paris collection we have different styles in order to satisfy whatever look you desire to have. Some of our frames take inspiration from 1940-1960’s while others keep a more modern edge. One of the most significant factors while designing Plume Paris frames is their unique temple designs. Each temple is designed to create a different element and color in order to achieve uniqueness in each of our frames.

The materials used to create Plume Paris frames vary. Some are made out of Zyl to achieve beautiful colors and be extremely lightweight. Others are made with Stainless Steel Metal which allows frames to be light weight but durable. One other popular material used on Plume Paris frames is TR-90 which allows maximum flexibility to the user while maintaining a high quality design.

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