



Best Image Optical – Trade Show

Eye Candy at SECO International

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Miami, FL., January 10, 2012 – Best Image Optical has reserved exhibition space at SECO International during February 29 - March 4, 2012 at Booth #848. To promote their SECO attendance, Best Image Optical has released their “Eye Candy” Campaign.

The “Eye Candy” campaign will promote Best Image Optical’s colorful spring eyewear collection and detailed design that will be a must see at the show. The “Eye Candy” campaign will be supported by print and online ADs that will showcase colorful eyewear in Best Image Optical’s collection and tease on the upcoming spring collection. Supporting slogans to be used are: “You deserve eye candy” and “We all deserve a little eye candy”. In social media, the “Eye Candy” campaign will include showcasing colorful eyewear in photo and video styles, and display teasers of the spring collection. At Best Image’s Booth enjoy the sight of colorful temples in a unique lighted display plus receive a Whirly Pop Swirl with each order.

Show Special: Buy 18 frames get 2 free plus a 20% discount and an additional 10% discount. Receive a Whirly Pop Swirl with each order.

About Best Image Optical:

Best Image Optical is a seasoned design house and producer of eyewear. Our three collections (Dolabany, Mario Galbatti, and Plume Paris) delivers distinctive design and beyond trend styling. Continuously at the fashion boundary, but sane enough to make each style ready for the fashion forward consumer.

Our collections are a perfect balance of luxury and casual. The frame’s feature colorful and inspiring temples and impeccable details, in a range of boastful colors. Comfort and fit are

integral to the design of all Best Image Optical eyewear. The look of each line is versatile while always maintaining a high standard of functionality and excellence. Most frames can also meet your customer's progressive lens needs, without sacrificing style and functionality. The Best Image Optical collections have something for anyone possessing distinctive tastes in shapes, patterns, and colors that set these frames far apart from the rest.

About SECO International:

SECO International, LLC is a wholly owned entity of the Southern Council of Optometrists, Inc. (often referred to with the acronym, SoCO), and is the business name used to identify the annual congress, SECO International, hosted and organized by SoCO each year in Atlanta, Georgia, USA. SoCO is dedicated to promoting organized optometry and education for optometrists world-wide. SECO represents an outlet to accomplish that mission.

Graphics:



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