



Best Image OPTICAL INC.

(eye)'m Inspired Campaign

An inside look behind eyewear inspiration

Editorial Contact:

Carlos Zamora
Marketing Manager
Best Image Optical Inc.
305.477.4707
czamora@bestimageoptical.com
www.bestimageoptical.com

Miami, FL., January 12, 2012 – Best Image Optical is introducing the (eye)'m inspired campaign. This campaign will run exclusively online and will showcase the artful thought process behind designing a frame. The (eye)'m inspired blog series will give the reader an inside look of the inspiration behind a frame shape or color.

Marketing Manager, Carlos A. Zamora has this to say, “We take pride in the art behind the design and through the (eye)'m Inspired campaign we can showcase it. The inside look behind the frame will reflect the designer’s feelings, memories, and reflection just like a painter, sculptor, or architect.”

All detailed description of the inspiration will be featured in Best Image’s corporate blog (<http://bestimageoptical.com/blog/>) every two weeks and a shortened description will be featured through Best Image’s social media reach found on: Facebook, Twitter, Tumblr, YouTube and Google +. This campaign will start on January 16, 2012. An (eye)'m inspired video series will debut later this year.

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.

###