



Plume Paris – 2012 Campaign

Let Love Take Over

Editorial Contact:

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

Miami, FL., January 25, 2012 – Plume Paris Eyewear inspired by European culture, continues to expand its reach throughout the eyewear industry.

To celebrate the “love” Eye Care Professionals and consumers have with the Plume Paris brand, all Plume Paris Lovers (those who wear Plume Paris frames) can participate in the campaign: “Let love take over”. Plume Paris Lovers can share photos wearing Plume Paris Eyewear plus share their own love stories. Photos and stories will run exclusively at plumeparis.com. To participate, all photos and stories should be sent to love@plumeparis.com. Moreover, for a limited time at www.plumeparis.com, download the free ‘Let love take over’ themed wallpaper.

As Plume Paris Eyewear by Best Image Optical continues to grow and create its own eyewear following, this new campaign will allow the Plume Paris wearer to submit their love for the brand online.

About Plume Paris:

Plume Paris frames are produced keeping the wearer’s comfort in mind without sacrificing creative design and premium materials. The Plume Paris collection has different styles in order to satisfy whatever the wearer has in mind. Some 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 are 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 others are made with Stainless Steel Metal for durability.

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