



10th Anniversary of Plume Paris 'Loop'

Editorial Contact:

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

Miami, FL., February 1, 2012 – Plume Paris Eyewear inspired by European culture, celebrates the 10th Anniversary of its popular frame: Plume Paris 'Loop'.

Withstanding the test of time and fashion, the 'Loop' frame has become one of the bestselling frames for the brand. Characterized by its simplicity, elegance, and uniqueness the 'Loop' stands apart from frames that come and go. This spring-hinged stainless steel frame can be found in Gun/Black, Brown/Green, and Maroon/Navy.

Mark Dolabany, CEO of Best Image Optical has this to say, "Having the 'Loop' frame in our eyewear collection for the past 10 years is a testament to the type of frame we design and its life cycle. Its track record shows it can be a bestseller at any optical store now and for a very long time".

To celebrate Loop's 10th anniversary, Best Image Optical has added two new colors of the frame: M. Brown/Chocolate and M. Violet/Amethyst in Stainless Steel.

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.

###