



With Its New Line Of Socially Conscious Sunglasses For Men And Women, Look Worldwide Launches Illuminated Eyewear

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Just in time for Summer, Look Worldwide, a socially conscious brand from New York City, unveils its exclusive new line of classic sunglasses called Illuminated Eyewear, featuring a number of timeless and fashionable styles of 100% UV sunglasses for men and women, including aviator sunglasses, wayfarer sunglasses, and many other vintage and retro-inspired sunglasses styles and designs. Besides creating aesthetically appealing sunglasses for men and women, Illuminated Eyewear is also committed, with every pair of sun-glasses sold, to helping individuals in impoverished nations suffering from preventable blindness. And, in celebration of their launch, Illuminated Eyewear will soon be announcing plans for a generous grand-opening promotion, featuring spectacular sunglasses deals to coincide with Independence Day in the United States, so stay-tuned in the coming days for more information on this exciting summer sunglasses sale.

An exclusive brand from New York's Look Worldwide, Illuminated Eyewear is proud to launch its classic line of sunglasses made exclusively for fashionable men and women everywhere, consisting not only of the most popular styles, such as aviator and wayfarer sunglasses, but also lesser-known vintage or retro styles such

as the clubmaster, cat eye and horn-rimmed varieties. This new line also includes several modern sport styles with iridescent flash mirrored-lenses, as well as more modern interpretations of classic styles and many other colorfully cool sunglasses designs. As a socially conscious brand, Illuminated Eyewear's sunglasses include something most brands do not "a purpose for every pair." To that end, the brand aims to affect change by helping restore sight to those in need by way of an eye exam, a new pair of prescription eyeglasses, or in severe cases, a surgical procedure; something out-of-reach for so many living in less-fortunate regions of the world. A spokesperson for Illuminated Eyewear elaborated on the brand's vision, stating: "We feel so fortunate to be a part of the Look Worldwide brand family whose mission and name are one in the same. Looking continually at the world and searching for ways to make it better truly illuminates the path forward."

The eyewear brand has teamed-up with its non-profit partners, Seva Foundation and Orbis. Together, they work to help "restore sight" with proceeds from this new line of sunglasses. Illuminated Eyewear shows appreciation on its website. "We could never hope to achieve these lofty goals without the help and guidance of our two long-standing philanthropic partners: Seva Foundation & Orbis, with whom we work directly, allowing our customers to re-purpose their eyewear choices not only to protect their eyes, enhance their appearance and shade their face, but simultaneously to help make the world a better place... to see a world through rose colored glasses, said another way."

Illuminated Eyewear offers stylish sunglasses for the modern man and woman. In addition to the brand's commitment to social responsibilities, Illuminated Eyewear's line of sunglasses is created to please even the most fashion-conscious individual. Trendy, Iconic, and always fashion-forward, each pair of the brand's cool sunglasses comes with a definitive sense of style, with many made accessible to even the most price-conscious consumers.

The brand has lined-up a wide variety of eyewear styles to choose from. Aviators, retro-styled sunglasses, and wayfarers are expected to become bestsellers. Illuminated Eyewear is currently planning on adding even more styles that will appeal to the modern man and woman's discerning fashion tastes. As a brand that wants to look for more ways to bring together hope through the use of everyday fashion essentials, Illuminated Eyewear seems determined: "Each day, we seek to look globally for ways to improve health and well-being for all, by empowering our customers with their purchase to help us spread the word about these important causes. With each new ray of light that falls on fresh eyes, and your help, if we work together, we can create a brighter tomorrow. The greatest of all gifts is given to another in need."

The brand's current line of sunglasses can be viewed at Illuminated Eyewear on Amazon.

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For more information about Illuminated Eyewear, contact the company here: Illuminated Eyewear Benjamin Killen (646) 789-5933 info@illuminatedeyewear.com PO Box 4668 New York, NY 10163

Illuminated Eyewear

We are a socially-conscious eyewear brand with a classic aesthetic. Most importantly, for every pair of sunglasses we sell, a contribution is made to help someone in an impoverished part of the world suffering from preventable blindness regain sight.

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