



Eye's Best Friends

EYE DEALS PRESENTS PAWS 'N CLAWS COLLECTION

Eye Deals Eyewear of Pittsburgh will launch a new line of eyewear called Paws 'N Claws, geared toward the 170 million-plus audience of dog and cat owners. The Paws 'N Claws styles will be embellished with paw prints or bones in a tasteful and fashionable yet subtle way so the customer can show their love of animals.

Five original eyewear designs in metal and acetate will be featured for the first launch, two of which are sunglasses. Additional prescription frames and sunglasses as well as eyewear accessories, including cases, will be expanding rapidly into the national market as the collection's launch progresses.

To support the brand's foundation—love for animals—Eye Deals Eyewear, Inc., will donate five percent of its net sales to the ASPCA (The American Society for the Prevention of Cruelty to Animals).

"We wanted to support a cause that's close to our hearts and make it easy for pet lovers everywhere to easily join in the fight to prevent cruelty to animals," says Samuel Shapiro, president of Eye Deals Eyewear.

INFO: 800-223-0167, pawsnclawseyewear.com

Little Loves

HILCO ROLLS OUT LEADER LITTLE ONES LINE

Hilco offers an eyeglass frame for that special "little one." It is presented as a children's frame that really fits, and one that parents will love.

Leader "Little Ones" feature plastic styles with a wide-flared saddle bridge appropriate for the child's nasal fit and thin plastic frames in attractive colors that will not overpower a child's delicate features. The collection puts the spotlight on smaller sizes to fit their special needs.

Child-size cable tips feature a comfortable, no-pinch design and shorter temple lengths to ensure an optimum fit.

Low-profile spring hinges reduce the temple thickness without compromising durability and safety and Standard "V" bevel or SprinGuard™ lens edging provides superior lens retention.

Each "Little Ones" frame also comes with a free, genuine Gund bear.

INFO: 800-955-6544, hilco.com

