

## FASHION AT THE SPEED OF LIGHT

**Spex Lumiere, a new sunglass boutique, opens in the West Loop in May with Grand Opening party on Friday, June 12**

FOR IMMEDIATE RELEASE – April 25, 2009 - Chicago, IL – Spex Lumiere, a new destination focusing on sunglasses and lifestyle accessories, will arrive in the West Loop in May. It will be located at 1130 W. Madison (two doors west of Madison and May St.), Chicago, IL 60607; 312-226-2999; [www.spexchicago.com](http://www.spexchicago.com). A grand opening party will take place on Friday, June 12, 2009 from 5 to 8 pm.

As an extension of Spex, Spex Lumiere offers customers a refreshing and on-trend point of view centered around sunglasses, featuring Chrome Hearts, Salt, Mykita, Seraphin, Ray Ban, Oakley, Maui Jim, Paul Frank and other lines to be announced. To complete the experience, Spex Lumiere offers unsurpassed optical expertise from opticians who are knowledgeable in sun protection technology, sunglass fitting and fashion accessory trends.

Complementary lifestyle accessories will be added to the product mix: skincare products by Malin+Goetz, Sigg aluminum water bottles, watches by Brera, Welder and Ogi, as well as other accessories.

Manager Lisa Chigas looks forward to launching the new concept store: “Spex Lumiere offers a fresh take on sunwear and related lifestyle accessories. My favorite sunglass line is Mykita - handmade frames from Berlin. Their eyewear always strikes a refreshing balance between wearable trends and functional design. Chrome Hearts are another standout for their style, attitude, unique materials and excellent craftsmanship. All in all, Spex Lumiere will make its mark on Chicago for offering lines that aren’t available everywhere, with the expert staff to help you find the perfect pair.”



From high fashion to sports-specific designs, Spex Lumiere offers the latest must-have sunglasses for optimal sun protection. A stylish and discerning public with an eye for beauty and function will be drawn to Spex Lumiere’s product mix, which includes unique lifestyle accessories. Attentive and knowledgeable customer service rounds out the experience for the fashion-forward shopper. Spex Lumiere employs opticians who offer expert eyewear styling and current knowledge in sunglass technology.

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