

CRAWL, RUN...WHATEVER IT TAKES...JUST BE THERE!

Spex (formerly Eyeland of St. Johns) and I.a. Eyeworks give "speed consultations" during Highland Park's "Fashion Crawl" event

FOR IMMEDIATE RELEASE – August 12, 2008 - Highland Park, IL - Spex (formerly called Eyeland of St. Johns), a North Shore destination for luxury eyewear and sunwear, will hold an eyewear fitting event on September 11, 2008 from 11-4 pm, during the Highland Park Fashion Week "Fashion Crawl." I.a. Eyeworks and Spex stylists will devote 10 minutes to each customer for a free "speed consultation." They will assist each person in finding just the right frame, based on their face shape and personal style. Swag bags will be given to anyone who receives an eyewear consultation. Spex is located at 1819 St. Johns Ave., Highland Park, IL 60035; 847-266-6400; spexchicago.com.

I.a. Eyeworks®



Designers of limited edition frames for sunglasses and prescription eyewear

I.a. Eyeworks

Four Divine, Frame: I.a. Eyeworks Collection, Hair and Make-Up: Van Smith, Photographer: Greg Gorman, © 1983, I.a. Eyeworks, www.spexchicago.com



I.a. Eyeworks is a collection known for their bold color combinations; modern, quirky designs; and on-trend styles, some of which verge on the theatrical and flamboyant. Many of the colors are hand-applied and done in contrasting hues. Custom-colored temple tips add an extra splash of color. The Hawks frame (*shown above in silver & orange*), expresses a strong and fashion-forward aesthetic. It is created in titanium with colored temple tips for a splash of color. The Hawks sunglass is a classic aviator design reinvented with a modern aesthetic, and this typifies the approach that I.a. Eyeworks has adopted throughout its 27-year history.

Manager Steve Burek feels that this is the perfect time to launch such a fashion-forward line: "Fashion Week in Highland Park is when everyone comes out to see what's happening, what's new, what's in and what's out in the fashion world. I.a. Eyeworks will always have an edge over eyewear lines because their frames and sunglasses are so unique. The "Bent" frame is one of my favorites, a take on the wayfarer but nothing like a wayfarer you will see today." Shown above in green with tortoise temples, the Bent frame is meticulously handmade and employs their signature bold color combinations.

I.a. Eyeworks is a favorite of celebrities in the arts and entertainment industry, including Frank Zappa, Robin Williams, Susan Sarandon, Stephen Sprouse, Iggy Pop, Patrick Dempsey, Drew Barrymore, Grace Jones, David Hockney and Divine...to name a few.

Spex offers artfully crafted eyewear and sun wear to a stylish and discerning public with an eye for beauty and function. Their services range from contact lens fittings and eye exams to eyewear styling and repairs. Product lines are frequently updated, while attentive and knowledgeable customer service rounds out the experience for the savvy shopper. Dr. Marnee Velick, specializing in primary eye care, is the in-house optometrist and encourages all customers to come in for a comprehensive eye exam. Most major medical and routine vision insurances are accepted.

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