

THE UNCENSORED VISION OF L.A. EYEWORKS: NOW AT SPEX

Spex (formerly Eyeland of St. Johns) launches I.a. Eyeworks

FOR IMMEDIATE RELEASE – August 12, 2008 - Highland Park, IL - Spex (formerly Eyeland of St. Johns), a North Shore destination for luxury eyewear and sunwear, introduces the arrival of a new product line: **I.a. Eyeworks**. I.a. Eyeworks is often seen on celebrities in the arts and entertainment industry, including Frank Zappa, Iggy Pop, Drew Barrymore, Grace Jones, Jodie Foster, Pee Wee Herman, David Hockney, and Philip Glass...to name a few. Spex is located at 1819 St. Johns Ave., Highland Park, IL 60035; 847-266-6400; spexchicago.com.

During Highland Park's Fashion Week (September 6-13), Spex will highlight the bold, quirky frames and sunglasses of I.a. Eyeworks. All of the designs feature unique color combinations in acetate or titanium. Many of the colors are hand-applied and done in contrasting hues. Custom-colored temple tips add an extra splash of color. The limited edition Braga frame (shown in red, below), expresses a strong and fashion-forward aesthetic. It is created in Italian acetate; the red and black coloring is a custom color created especially by I.a. Eyeworks. The Braga is a classic design pushed into a modern aesthetic, and this typifies the approach that I.a. Eyeworks has adopted throughout its 27-year history.

I.a. Eyeworks®



Designers of limited edition frames for sunglasses and prescription eyewear

I.a. Eyeworks

Face: John Waters, Grooming: Sally Herdinger

Photographer: Greg Gorman, I.a. Eyeworks, www.laeyeworks.com

Optician Dave Korsak says that I.a. Eyeworks brings back a lot of memories: "Kelly LeBrock, Pee Wee Herman, and John Waters were some of my favorite movie stars growing up, and seeing them in I.a. Eyeworks ads reminds me of just how cool these frames are. My favorites are the sunglasses. They take me back to when the music, film and fashion worlds were taking chances, doing things that were really fresh and new. Because these eyewear designs are so relevant today, we expect to see a great response to this line." But not all the styles are "retro." Many are totally of-the-moment and in step with what's happening in fashion today. I.a. Eyeworks continues to push the style envelope with every new frame design.

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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