

News Release

FOR IMMEDIATE RELEASE



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Peoples Optical brings in innovative new frame line

LAWRENCE, MANHATTAN, AND TOPEKA, Kan. —Peoples Optical is excited to announce the addition of the Gail Spence frame line by Prodesign Denmark at its newly reopened location at 737 Massachusetts Street in downtown Lawrence. The line can also be viewed at our office in Manhattan on 3012 Anderson, and in our Topeka office located at 2800 S.W. Wanamaker. The Gail Spence frame collection features a unique “click on – click off” hinge design that allows the wearer to change the color of the temples simply and easily.

The designer, Gail Spence, is an American born Danish jeweler. She first began working with Prodesign Denmark in the 1980’s. Today, her collaboration with the company has grown into one of the most creative eyewear collections to date. This fashionable frame line currently consists of six titanium fronts available in eight different colors. The wearer may combine any one of these frame fronts with 28 different temple colors and designs to create an individualized pair of glasses.



Peoples Optical sells the Gail Spence frame collection as a package set. Each customer will be able to choose one front for their prescription lenses and two pairs of temples. This allows

customers to have the ability to personalize the initial look. Then, customers can continue to purchase additional sets of temples to coordinate their eyeglasses with their changing wardrobe. Customers are free to stop by, try the Gail Spence collection of frames on, choose their favorites, and start enjoying the latest in fashionable, changeable eyewear.

