

GREEN PARTY

Lakeview has another reason to celebrate: it's Spex's grand opening party!

FOR IMMEDIATE RELEASE – April 15, 2011 – Chicago, IL - Spex, the premier destination for luxury eyewear and sunwear, holds a grand opening party for their newest location at 3760 N. Broadway Ave., Chicago; 773-975-2020; www.spexchicago.com. The event will be held on Thursday, May 5, 2011 from 5-8 pm. This new location resides at the corner intersection of Halsted, Broadway and Grace. The store has been open since January 2011 but formally “announces” its presence in Lakeview on May 5. During the event, DJ X will be spinning music while guests enjoy sushi and appetizers courtesy of Ping Pong. Gift bags valued at \$100 will be given to the first 25 guests. A trunk show with Lafont eyewear will be on view, offering guests the opportunity to preview the entire Lafont collection of exquisite handmade frames directly from France.

Customers visiting the new Lakeview location will find a range of German, French, Japanese and Danish eyewear. Preview lines such as Seraphin, Lafont, Lindberg, Beausoleil, Freudenhaus and Tory Burch, which will bring a well-rounded eyewear mix to Lakeview. Many of these products are handmade, on-trend, and sought-after by eyewear fans seeking something new and unique. To complete the experience, Spex offers unsurpassed medical expertise from an in-house board-certified optometrist.



L-R: Tory Burch ophthalmic frames; Lafont “Parsol” sunglass. Both brands will be available at Spex in Lakeview.

Manager Debbi Yambrick looks forward to launching the new location: “We’re bringing the Spex vibe to Lakeview and I am really thrilled to meet our neighbors and have Spex be a part of this warm and friendly community. Lakeview is a wonderful neighborhood that has all the qualities of a great shopping and dining destination. It’s a neighborhood that attracts fashion-conscious and educated adults and families. We believe that they will be very receptive to the eyewear and services that Spex has to offer. I love all the lines of eyewear we are carrying - especially Lafont, handmade frames from France. We’re excited to have the entire Lafont collection for preview with a trunk show during our grand opening event.”

Spex is synonymous with offering artfully crafted eyewear and sun wear to a stylish and discerning public with an eye for beauty and function. Their product selection ranges from sleek and minimal to vibrant and eclectic. Style and function merge in unparalleled designer collections from season to season, while attentive and knowledgeable customer service rounds out the experience for the fashion-forward shopper. In-house optometrist Sonal Pandya, O.D. encourages all customers to come in for their comprehensive eye exam. Most major medical and routine vision insurances are accepted, as well as Flex Spending Accounts.

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