

NEW HOME FOR SPEX IN HINSDALE

Spex in Hinsdale moves around the corner to a new retail space; grand re-opening event on Friday, March 11 with David Yurman eyewear trunk show.

FOR IMMEDIATE RELEASE – February 24, 2011 – Hinsdale, IL - Spex, the premier destination for luxury eyewear and sunwear, will hold a grand re-opening event on Friday, March 11 from 6-9 pm, at 104 S. Washington St., Hinsdale; 630-323-1100; www.spexchicago.com. The evening celebrates the opening of their new retail space, as well as the opening reception for their “Art+Vision” event with painter Doug MacDonald. Throughout the evening, guests will be treated to free chair massages, drinks and appetizers, swag bags valued at \$100 for the first 25 guests, and a trunk show featuring the entire 2011 David Yurman eyewear & sunglass collection. A drawing will be held for prizes including sunglasses and \$100 Spex gift certificates.

The newly converted and remodeled space lends itself to showcasing the unique eyewear lines that Spex is known for. Manager Jasmine Martinez says, “I’m really happy to be in our new home! We’re still in downtown Hinsdale and just around the corner from our old space...people shouldn’t have a hard time finding us. We’ll have the same great eyewear lines, same terrific staff, same expert eye doctors – it’s just a new environment with the same great Spex vibe!” Eyewear lines available at the new location will include: Lafont, David Yurman, Prada, Beausoleil, 2.5 Eyephorics, OGI, Seraphin, Oliver Peoples, Lindberg, Chanel, Tom Ford, I.a. Eyeworks and Oakley.



Top: Tom Ford “Nico” sunglass - side and front view. Bottom: Lafont “Borgia” frame. Both brands will be available at Spex in Hinsdale.

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. Dr. Emily Pott, 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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