

## LAKEVIEW GETS NEW SPEX

**Chicago's Lakeview neighborhood sees the arrival of new Spex location at Halsted and Broadway**

FOR IMMEDIATE RELEASE – January 3, 2011 – Chicago, IL - Spex, the premier destination for luxury eyewear and sunwear, has opened their newest location at 3760 N. Broadway Ave., Chicago; 773-975-2020; [www.spexchicago.com](http://www.spexchicago.com). The new location resides at the corner intersection of Halsted, Broadway and Grace. This is the 15<sup>th</sup> location to be added to the family of Spex stores in the Chicagoland area (a 16<sup>th</sup> location will open in Oak Park in late January).

The new Lakeview space features many of the unique eyewear lines that Spex is known for. Manager Debbi Yambrick says, "I'm really excited to be here in Lakeview! Boystown is such a fun area for shopping and dining, and the lines we'll carry are perfect for anyone who's fashion conscious and looking for something unique to complete their look." Eyewear collections include Oliver Peoples, Paul Smith, Lafont, I.a. Eyeworks, Caroline Abram, Lindberg, Seraphin, Ogi, David Yurman, Freudenhaus and Beausoleil.

As with other Spex locations, kid's eyewear, eye exams, reading glasses, eyewear accessories, and contact lens fittings are available at this new location.



*L-R: "Webster" frame from Seraphin; DY 018 from David Yurman.*

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. Spex 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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