




MARKETING NEWS

• WHAT'S GOING ON IN THE WORLD OF SIGEYE?

Signature Eyewear's Carmen Marc Valvo Brand


FOF {STYLE} BLOG

11-10-2011
{Giveaway} Carmen Marc Valvo Glasses



FOUR FOFs WIN!

Carmen Marc Valvo is giving away glasses to four lucky FOFs. The winners can choose any pair of optical or sunglasses from this season's line. Enter to win by answering in the comments below: **Do you have good eyesight?**



How has a 40-something male fashion designer become the go-to eyewear designer for FOF women? Just ask Carmen Marc Valvo. From the day he launched his line, in 1989, his designs have been a hit with FOFs, including Iman, Oprah, Jessica Lange and Kim Cattrall. Perhaps it's because Valvo got his start as a ready-to-wear designer for Nina Ricci, who started her wildly successful clothing line at age 49.

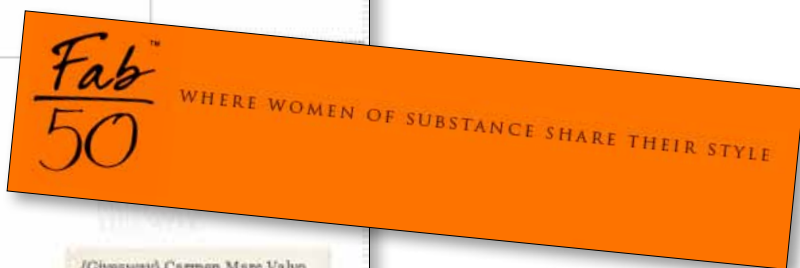
Carmen also knows what FOFs want, because he surrounds himself with them—Vanessa Williams is a long-time friend who he partnered with in 2008 on a public service campaign about the importance of colorectal cancer screenings (he was diagnosed with the disease in 2003). In 2005 he joined Katie Couric and the National Colorectal Cancer Research Alliance (NCCRA) for the Be Seen, Be Screened campaign.

Valvo launched his eyewear collection in 2007, with an emphasis on glasses that transition from day to evening. "I wear and work with the brand because it fits my lifestyle," says FOF Renee Edelstein, Western Regional Sales Director for the company. "I can go from casual to formal and my eyewear works for both." To find a retailer of Carmen Marc Valvo eyewear in your area, visit www.SigEye.com.

Enter to win glasses from Carmen Marc Valvo by answering in the comments below: **Do you have good eyesight?**

Four FOFs will win. The winners can choose ANY pair of optical or sunglasses from this season's line.

(See all our past winners, [here](#).)
(See official rules, [here](#).)
Contest closes November 17, 2011 at midnight E.S.T.



Carmen Marc Valvo partners with hot **Fab Over Fifty** site for chic and stylish eyewear promotion reaching over 25,000 potential new customers! (...and the friends they'll blog to!)