

BonLook Eyewear Launches Footloose Fancy Tweed Eyeglass Collection for Fall

Written by Australian Business

MONTREAL, CANADA, September 28, 2013 **/24-7PressRelease/** -- BonLook, maker of fashionable, chic and affordable prescription eyewear and sunglasses, launches their Fall 2013 Collection Footloose & Fancy Tweed with new silhouettes in original tweed-inspired prints, warm tones and gentle gradients for the most fashionable eyeglasses.

"I was inspired by the Fall's opportunity for girls' nights in, arts and crafts, listening sessions, sleepovers and book clubs, and wanted to enhance those uniquely Fall entertainments with a color palette and patterns drawn from my favorite trends in fashion including tweeds, ombre gradients as well as color layering and textured accents," says Sophie Boulanger, Co-Founder and Designer for BonLook.

The BonLook Fall 2013 Footloose and Fancy Tweed Collection features:

o Betty - a triple-hued silhouette in Vanilla Latte, Indigo Blues and Vivid Maroon
o Martha - an intellectual's cat-eye in vibrant transparent colors Sky and Olive and Sepia
o Dylan - for the down to earth crowd, a timeless square frame in rich shades of gold, brown and cream
o Eva - a cat-eye in patterns Amaranth Tweed, Tuscan Tweed and a classic Tortoise shell
o Maggie - a rounded-off square frame in Baltic Amber, Imperial Blue and Havanao
o Ruby - A chunky well-rounded frame in delicate color transitions of Charcoal Tweed, Vanilla Latte and Desert Rose
o Jungle Chic - BonLook Bestseller in new tweed-inspired gradients Autumn Chevron, Pacific Blue and Tuscan Tweed
o Alice - a subtle (Cheshire) cat-eye with sleek metal detailing and a wide frame in Pecan Toffee, Midnight Lace and Moulin Rouge

To view the BonLook Footloose and Fancy Tweed Collection, go to <http://avspr.com/bonlook/BL-LOOKBOOK-FALL2013.pdf>

All BonLook Eyeglasses are available for \$99 which includes prescription lenses and are sold exclusively online at <http://www.bonlook.com>. All prescription lenses are customized by a certified optical lab in Brooklyn, New York and feature industry-standard lenses by Essilor. \$99 includes:- Free Shipping- Free 30-Day Return & exchanges- Anti-reflective Prescription Lenses- Scratch-resistant & anti-glare coating- BonLook Eyeglass case and lense care cloth

For more information visit <http://www.bonlook.com>.

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About BonLook Founded in 2011 by women, for women, BonLook is an eyewear design and e-commerce company that is an industry leader in high-quality, affordable, and fashion forward prescription eyewear and sunglasses. BonLook has re-defined the category, allowing eyewear to be a fun fashion accessory as well as a means to correct vision and protect eyes. From its collaborations with talented female bloggers to its "Women We Love" feature, BonLook is a brand that prides itself on celebrating female ingenuity in all of its forms. BonLook eyewear is sold exclusively online at <http://www.bonlook.com>. For more information, please visit <http://www.bonlook.com>.