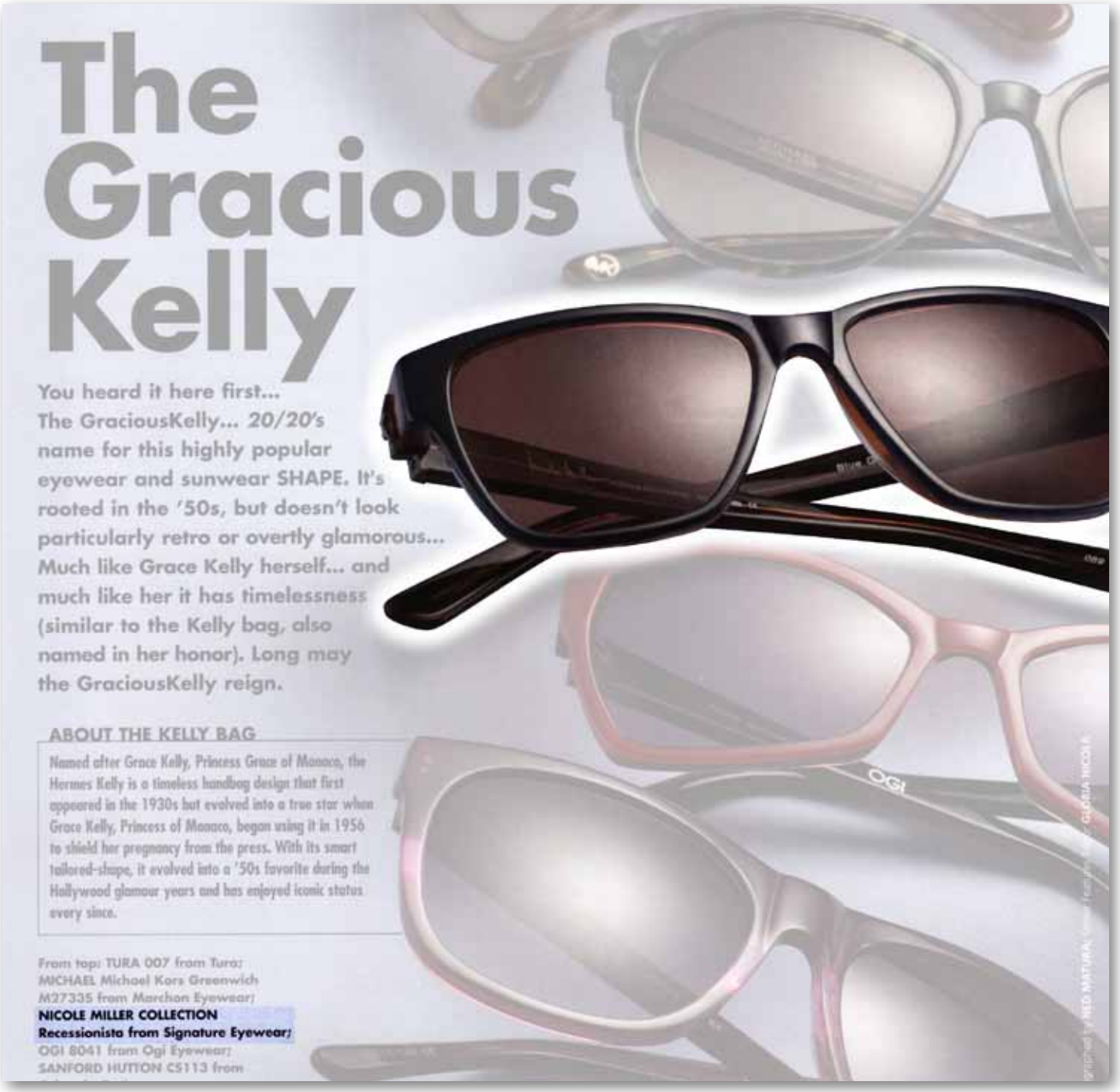
SigEye Marketing News

Signature Eyewear's Nicole Miller Brand



The Gracious Kelly

You heard it here first... The GraciousKelly... 20/20's name for this highly popular eyewear and sunwear SHAPE. It's rooted in the '50s, but doesn't look particularly retro or overtly glamorous... Much like Grace Kelly herself... and much like her it has timelessness (similar to the Kelly bag, also named in her honor). Long may the GraciousKelly reign.

ABOUT THE KELLY BAG

Named after Grace Kelly, Princess Grace of Monaco, the Hermes Kelly is a timeless handbag design that first appeared in the 1930s but evolved into a true star when Grace Kelly, Princess of Monaco, began using it in 1956 to shield her pregnancy from the press. With its smart tailored-shape, it evolved into a '50s favorite during the Hollywood glamour years and has enjoyed iconic status every since.

From top: TURA 007 from Tura; MICHAEL Michael Kors Greenwich M27335 from Marchon Eyewear; **NICOLE MILLER COLLECTION Recessionista from Signature Eyewear;** OGI 8041 from Ogi Eyewear; SANFORD HUTTON CS113 from

Nicole Miller's Recessionista frame featured in February issue of *20/20 Magazine*

signature eyewear