



paul frank

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FOR IMMEDIATE RELEASE

BAUMVISION RELEASES SPACE NATIVE INSPIRED PAUL FRANK SUMMER 2012 COLLECTION

March 12, 2012 - The New Paul Frank Summer 2012 Eyewear Collection eyewear collection includes five new ophthalmic frames, five new sun frames and features new limited edition colorations Blue Ash Tortoise and Lava Tortoise that come with "space native" limited edition custom cases.

The new sun collection is inspired by the newly discovered geometric cave art of ancient space natives! **Prismism** pays homage to these space natives with an angular multilevel metal frame with hits of color throughout the bridge and temples. It is available in Slate and White/Brown.

Cascades of Disco, a metal and acetate combination frame with key hole detail features horizontal striped décor on the temples and is available in Cobalt, Matte Black, New Millennium Tortoise, Slate, and new acetate, Toffee. The Toffee is a classic coloration with a translucent toffee brown top layer, a vanilla cream middle, and clear blonde inside.

New limited edition colorations **Blue Ash Tortoise** and **Lava Tortoise** put a Paul Frank twist on classic tortoise colorations by adding multiple layers and bright colors. Blue Ash Tortoise features a spectrum of blues and grays while Lava Ash Tortoise highlights hints of orange.

New ophthalmic frames **Vision of Grandeur**, **The Avant Gardener**, **Friday Night Nation** include a repeated horizontal stripe detail. The frame front is a thin, lightweight metal that is detailed with a subtle horizontal rep-stripe. The temples utilize a spring hinge making the frames built for maximum comfort. Each frame is available in Burgundy / Seafoam Silver, Matte Black / Gunmetal, and White / Brown Gold with Friday Night Nation available in a sun option as well.

The Corsicana and Dear Heartbeat are additions to the Paul Frank tradition of multilayers acetates. Corsicana is a petite P3 shape and Dear Heartbeat, a more square version in the same size range, both contain a subtle keyhole detail on the bridge.

Additionally, the new **Paul Frank Magnet Collection** introduces eight styles, with three to four colorations per style, designed specifically for smaller faces. Perfect for ages 6-14+, these hand-crafted frames are of the same Paul Frank quality. The collection features air cushioned nose pads and interchangeable magnet insets featuring your favorite Paul Frank characters. Six different character magnets allow for mixing and sharing with friends. Magnets can be purchased separately and come with a collectible trading card, collect all the trading cards to complete a puzzle!

Globally positioned Paul Frank eyewear can be found in such premiere retail locations as Eye Society (Costa Mesa and Santa Barbara), Paragon (Thailand), Brillen Manufaktur (Vienna), Le Bihan (Paris), L'Osservatorio (Milan), as well as Paul Frank's own stores in Los Angeles, Costa Mesa, San Francisco, New York City, London, Amsterdam, Berlin, Dubai, Germany, Qatar, Malaysia, Bangkok, Taipei, Tokyo, Sao Paulo, Panama City, Copenhagen, Isle de Margarita, and Greece. The collection will retail from 100-200 USD and is now shipping to an exclusive network of fine retailers.

ABOUT PAUL FRANK INDUSTRIES (PFI)

From its humble beginning in a Southern Californian garage as an eccentric accessories company, Paul Frank Industries has quickly grown into a successful design house and retail division with worldwide locations. Fostering relationships with artists and brands through collaborations, as well as unique licensing categories that include eyewear, watches, home textiles and bicycles are examples of how Paul Frank Industries likes to take everyday products and create artistic and entertaining designs.

ABOUT BAUMVISION

Baumvision is an eyewear design, manufacturing and distribution house that prides itself on a uniquely pure creative process and clean distribution principles.

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