

## FOR IMMEDIATE RELEASE

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### **Louise-Lorraine Fine Frames Proudly Introduces Inaugural Collection Sets New Standard In Luxury Optic Eyewear**

Atlanta, GA – September 21, 2018. Eye Candy Creations is proud to announce the expansion of their eyewear portfolio to include De Louise-Lorraine Fine Frames and Hardware, Inc., a luxury optic eyewear collection featuring opulent eyewear often described as art. Designed to meet the growing demand for luxury optic eyewear, De Louise-Lorraine features bold fashion design guaranteed to be a game-changer in the eyewear industry. Created by eyewear designer Lorraine Cochran-Johnson, the collection was inspired by Camelot, an era where major fashion houses were celebrated for their unique approach to awe-inspiring accessories and couture garments.

As a premiere urban eyewear company representing brands including Real Housewives of Atlanta's Cynthia Baily Eyewear; Fritz by gospel singing sensation Tasha Cobbs-Leonard; and KidRaq Eyewear by Beyonce's stylist Raquel Smith, Eye Candy Creations U.S.A., LLC is an industry leader. According to Eye Candy Creations CEO, Tiffany McIntosh, "Eye Candy Creations was formed to change the game in eyewear. I have spent over two decades in the eyewear industry, so I understand both the retail and the product development side of the industry. I am well positioned to represent and carry unique brands to the forefront in the fashion industry, besides urban culture is on the forefront of retail sales, making the African-American designer and consumer an important part of the retail marketplace."

Founded in 2014, Eye Candy Creations is breaking barriers as the first independent African-American owned eyewear company to have a major presence at Vision Expo West, one of the two most highly visited vision shows in North America. Known for product placement in television shows ranging from ShowTime's hit series *Power* to *Buyers Remorse*, *Being Mary Jane*, *Mission Impossible 4*, to Oprah's *Greenleaf*, with additional placements at top awards shows including The MTV Awards, BET Awards, BMI, VH-1, and MTV, they are a valuable player in the eyewear marketplace.

According to designer Lorraine Cochran-Johnson, "I am overjoyed to join Eye Candy Creations. My designs expand their current portfolio, which provides an opportunity for us both. I am looking forward to many successes as a result of the new partnership." For more information on Eye Candy Creations, LLC or De Louise-Lorraine Fine Frames, contact Tiffany McIntosh at 770.568.7893 or to experience our collections visit [www.eyecandycreations.us](http://www.eyecandycreations.us).

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[For more information on the product, media coverage, interviews, and bookings](#)