

# G U E S S

## **The Get In Touch 2017 Eyewear Capsule Collection**

For a third year in a row, GUESS Eyewear has partnered with *The Get In Touch Foundation* to create a limited edition capsule collection that helps support the non-profit organization's commitment of raising breast cancer awareness.

*The Get In Touch Foundation* helps educate people of all ages by showing them how to "get in touch" with their bodies and provide information about this breast health initiative.

The capsule collection consists of a sunglass and an optical frame enriched by the iconic metal pink ribbon with glitter on each temple tip to commemorate the fight against breast cancer. Each frame is enclosed in a special pink case packaged in a pink gift box. This capsule collection will launch in stores in October 2017. Marcolin will be making a donation to *The Get In Touch Foundation*.

Breast health advocate Betsy Nilan is the president of *The Get in Touch Foundation* and featured in the current ad campaign for the eyewear collection. Her vibrant pink hair is not only a tribute to her mother who sadly passed away last year from breast cancer, but is also a tribute to all of the girls her mother educated over the last 13 years with the introduction of the Daisy Wheel, a friendly and safe educational tool for proper breast self-examination, and all of the girls she will educate in her honor.

### **THE COLLECTION**

#### **GU2663**

The modified rectangle shape of optical style GU2663 features a thin front profile handcrafted in acetate. The double laminated frame is delivered in black with light pink revealed on the back, keeping in line with the Foundation's pink color palette. Each temple is adorned with a glitter-filled iconic G logo and completed by a breast cancer metal ribbon with glitter on each temple tip.

#### **GU7546**

The modified square front shape of sunglass style GU7546 features soft gradient lenses that enhance the frame's retro-inspired design. The handcrafted acetate front shares the same coloration as its optical counterpart with black on the front and light pink revealed on the back, keeping in line with the Foundation's pink color palette. Each temple is adorned with a glitter-filled iconic G logo and completed by a breast cancer metal ribbon with glitter on each temple tip.