

# Neiman Marcus Drops Exclusive Partnership With Luxury Eyewear Brand Vintage Frames Company

DALLAS, Jan. 31, 2019 /PRNewswire/ -- Neiman Marcus, the Dallas-based premier luxury retailer, announces an exclusive partnership with Canadian-based luxury eyewear brand [Vintage Frames Company](#), a global leader in the vintage eyewear industry. Designed specifically for Neiman Marcus, the capsule collection will consist of 52 unique pairs of sunglasses ranging from \$150 to \$600. The collection will be available at select Neiman Marcus stores nationwide and on [www.neimanmarcus.com](http://www.neimanmarcus.com).

The first drop of the capsule collection launches this week at Neiman Marcus Atlanta to kick-off local activations around the big game. Vintage Frames Company will be offering their lens customization experience to clients on Friday, February 1 and Saturday, February 2. Customers can purchase an additional pair of lenses to be fitted on-site with any purchase from the Neiman Marcus x Vintage Frames capsule collection.

"Neiman Marcus is proud to be the exclusive retailer of Vintage Frames," said Russ Patrick, SVP, GMM, The Man's Store, Neiman Marcus Group. "Vintage Frames has revolutionized the way sunglasses are made by pairing old-world craftsmanship with vibrant lenses. We are excited to bring this brand to our customers and allow them to personalize their lenses to fit their unique style."

Known for his eccentric style, CEO and founder of Vintage Frames Company, Corey Shapiro has utilized his 20+ years of fashion experience and elite client roster to turn the niche vintage eyewear industry into a mainstream phenomenon by working closely with artists and stylists to revive styles once popular in pop culture. Although Vintage Frames Company is best known for its celebrity clientele, the brand caters to all customers looking for individuality amongst the masses.

"We're excited to make Vintage Frames' iconic styles accessible to our clientele in the United States with a retail partner that has so much gravitas," said CEO and founder of Vintage Frames Company, Corey Shapiro. "Neiman Marcus was the perfect partner to service our luxury clientele in one of our fastest growing markets."

All products in the capsule collection will be available in-store and online by mid-February. Images can be downloaded here: <https://bit.ly/2Bezr3t>.

## ABOUT NEIMAN MARCUS GROUP

Neiman Marcus Group LTD LLC is a luxury, multi-branded, omni-channel fashion retailer conducting integrated store and online operations under the [Neiman Marcus](#), [Bergdorf Goodman](#), [Neiman Marcus Last Call](#), [Horchow](#), and [mytheresa](#) brand names. For more information, visit [www.neimanmarcusgroup.com](http://www.neimanmarcusgroup.com). Keep up with the latest news and events happening at Neiman Marcus by following us on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#), and [Snapchat](#).

## ABOUT VINTAGE FRAMES COMPANY

Vintage Frames Company was founded in 2003 by CEO & Founder, Corey Shapiro. VFC is the global leader in the vintage eyewear industry with the most extensive collection of more than a million frames in inventory. The eyewear collection is all original unworn brand-named eyewear that has been hand-purveyed from around the world. Shapiro has spent the last two decades building the unique collection of frames that date back from the 50s to early 00s and includes household eyewear brands such as Cartier, Cazal, Chanel, Dior, Dunhill, Gucci, Laura Biagiotti, Neostyle, Persol, Porche, Ray-Ban, and many more. For more information, visit <http://www.vintageframes.com> or on [Instagram](#).

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