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FOR IMMEDIATE RELEASE

International Eyewear Collective Launches in U.S., Bringing Curated Global Design Houses to Optical Practices

International Eyewear Collective (IEC) today announces its official launch, introducing a curated portfolio of distinctive international eyewear design houses to independent optical practices and eye care professionals throughout the United States.



Founded by third-generation optical professional Wade Myers, IEC bridges the gap between boutique global eyewear designers and independent dispensaries seeking to differentiate themselves from mass-market distribution.

"We created International Eyewear Collective to help practices discover collections that aren't found everywhere," said Myers, Founder of IEC. "There is extraordinary talent globally that deserves greater visibility in the U.S. We don't represent collections simply because they're different—we represent them because they offer exceptional craftsmanship, manufacturing integrity, and the power to create genuine enthusiasm on the dispensary floor."

IEC's Inaugural Designer Portfolio Includes:

- **Faboor (Italy):** Sculptural eyewear crafted from ERGAL—an aerospace-grade alloy 30% lighter than titanium and nearly twice as strong as standard aluminum—featuring an advanced anodization process that permanently integrates rich color into the metal.
- **Clement (France):** Approaches eyewear from the wearer's perspective, recognized for distinctive material combinations and a thoughtful, architectural emphasis on hardware details.
- **Paname (France):** Parisian-inspired eyewear defined by expressive color stories, bold silhouettes, and an unapologetic sense of individuality.
- **Tarian (France):** Combines refined, contemporary aesthetics with exceptional comfort through its patented AXIS screwless flex hinge mechanism.
- **Dekoptica (Poland):** Specializes in modern acetate eyewear that balances refined European styling, everyday wearability, and broad consumer appeal.
- **Reserve (Czech Republic):** Modern metal and lightweight titanium frames designed with expanded sizing options to accommodate a broader range of patient fits.

Rather than representing a single design philosophy, IEC curates a portfolio of complementary international collections. The result is a balanced assortment spanning multiple materials, aesthetics, and wholesale price points, allowing independent practices to build a dispensary assortment that feels intentional, differentiated, and uniquely their own.

Myers brings more than two decades of optical industry experience spanning full-service laboratory operations, sales, management, and practice support. Through IEC, he provides international brand partners with turnkey U.S. market infrastructure, including market strategy, regulatory compliance coordination, and nationwide account representation.

Availability & Opportunities

To explore IEC's designer portfolio, schedule an appointment, or inquire about independent sales representative opportunities, visit www.intleyewear.com.

About International Eyewear Collective

International Eyewear Collective (IEC) is a U.S.-based curator and representative of distinctive eyewear design houses from around the world. The company identifies independent collections characterized by craftsmanship, technical innovation, and manufacturing excellence, partnering with optical practices nationwide to build assortments that stand apart from the ordinary. For more information, visit www.intleyewear.com.

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