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**IMC Licensing Announces New Eyewear Licensing Deal for Borghese**

LOUISVILLE, KY – [IMC Licensing](#), the nation's leading full-service licensing agency specializing in consumer product brands, announced today that it has negotiated a new licensing agreement for [Borghese Inc.](#), a leading global cosmetic, skincare and fragrance company, to develop a line of Borghese eyewear. The licensee is New York-based Icon Eyewear, a privately owned company founded in 1987 to provide the latest fashion sunglasses and reading glasses for men and women at an uncommon quality and value.

The Borghese eyewear program featuring a full line of reading glasses, sunglasses and eyewear accessories will soon be available in department stores, specialty stores & boutiques, drug stores and club stores. The program launched with the introduction of Borghese reading glasses in September 2009 and will be updated seasonally.

"The Borghese of today is both active and interactive," said Neil Petrocelli, Vice President, Sales and Marketing of Borghese. "We are actively pioneering new products while we are responsive to a woman's beauty needs and wants. As a result, we are excited to launch this innovative line of eyewear that allows consumers to enjoy the Borghese brand for personal fashion accessories."

According to Cara Bernosky, IMC Licensing president and co-founder, “We are delighted to represent Borghese, an innovative company known for its high-quality and luxurious cosmetics, skincare and other products. For years, the company has combined the tradition of classic Italian beauty and modern sensibility in its collection of color and treatment products that celebrate the unique beauty in every woman. By creating unique lifestyle products, we plan to leverage this incredible heritage to reach new consumers and to establish the Borghese brand as the destination for personal fashion accessories.”

“Additional licensed products for Borghese in the future may include luxury bedding, sleepwear, handbags, prescription eyewear and other fashion and home accessories.” added Kim Steadman, Licensing Manager for IMC Licensing.

### **ABOUT IMC LICENSING**

IMC Licensing leads the industry with its focused approach to brand-building through licensing. We help brand owners and manufacturers turn the world’s best consumer product brands into great new consumer products.

In addition to Borghese, IMC Licensing has worked with companies like SC Johnson, Chiquita, Duncan Hines, TABASCO, Valvoline and General Mills. For more information, please visit [www.imclicensing.com](http://www.imclicensing.com).

### **ABOUT BORGHESE INC.**

Borghese makes and markets its namesake Italian cosmetics, skincare products, and fragrances and sells its collections through high-end department stores nationwide including Bloomingdale’s and Lord & Taylor. Borghese has partnered with Costco on a cosmetic and skincare collection under the Kirkland Signature by Borghese mark. For more information, please visit [www.borghese.com](http://www.borghese.com).

### **ABOUT ICON EYEWEAR**

Founded in 1987, Icon Eyewear is a privately owned and operated company that provides the latest fashion sunglasses and reading glasses for men and women at an uncommon quality and value. Icon is one of the largest private label suppliers of eyewear in North America as well as one of the largest factory direct importers of sunglasses and reading glasses. The company is the fastest growing eyewear supplier in the industry. For more information, please call Mike Cotton at 201-330-9333.

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