

Press Release  
For Immediate Release

## Angry Bird Kids Eyewear Collection Goes 'Fashionista' For The Young Hearted



**Singapore, October 2012-** Better Vision celebrates Children's Day by introducing Angry Bird Kids Eyewear Collection for the young hearted ones.

The Angry Bird Kids Collection covers a wide variety of fun-engaging, colorful models and frames to choose from, 6 novelty characters are featured on the rim of the temples, which brightens up any school day for the angry bird fans.

The product design comes in full-rim acetate and also stainless steel frame embossed with the word 'Angry Birds' on both temples fitted for all.

It also comes with the exclusive brand case together with a micro-fiber cloth. Now kids in town can walk around with their favorite game as part of their fashion accessory.

From now till end of October 2012, Better Vision customers can enjoy promotion of Angry Birds Spectacle Cleaning Cloth at \$4 (U.P\$8) with a purchase of Angry Bird Frames with 1.55 UV PGC Tokai Lenses at \$179.

To celebrate Children's Day, Better Vision is offering privileges for kids with free spectacles adjustment services, 6 months progress eye examination and 30% off for 2<sup>nd</sup> pair purchase of frame when they sign up as Better Vision club member.

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## Angry Bird Collection Highlight

### AG32104 - \$79



Full-rim acetate frame featuring novelty game character on the temple with the logo embossed comes in bright contrasting colors is surely a talking point with friends.

Also available in black and red.

### About Better Vision

Better Vision was established in 1965 as a modest optical store aspiring to provide eye-care consultations and solutions. Driven by our passion to improve eye-care services and provide cutting-edge solutions to a wider clientele, we have expanded across the region to become a leading eye-care provider.

### About Publicist PR Consultants

Publicist PR embraces the ever-evolving role of public relations, marketing and social media in the retail, beauty and fashion industry since 2005.

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