

VisionMonday

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Kenmark Group Inks Worldwide License Agreement with República Trading Co.

LOUISVILLE, Ky.—Kenmark Group announced that the company has entered into a licensing agreement with the multi-ethnic men's wear company República Trading Company to produce and distribute worldwide República Eyewear. The men's optical and sunwear collection will debut this fall.

República Trading Co. was founded by Rafael Jimenez in New York City as a high-end company for Latin American and multi-ethnic men. Merchandise includes jackets, pants, shirts, T-shirts and other goods, which are designed to appeal to trend-setting, trans-cultural men who appreciate fine details and a good cut. According to Kenmark, Jimenez will work closely with Kenmark product designers and will collaborate with them on the creative direction of the collection.

"República Trading Company is a well established brand with proven success in targeting the multi-ethnic consumer," said Don Howard, president of Kenmark Group. "República Eyewear will fill the void for a collection that caters to the young, trans-cultural male consumer in the optical industry."

On the agreement, Jimenez said, "Part-



nering with the Kenmark Group allows República Trading Company to expand its products into the eyewear and sunwear category. We look forward to working with Kenmark to translate our brand into a successful collection of eyewear for the multi-ethnic consumer." ■