

## WESCAN OPTICAL AND CLAUDIA ALAN AT THE 2011 GRAMMYS

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Being present at celebrity events is a marketing strategy that gives tremendous international exposure to companies and undeniably enhances brand awareness. Celebrity endorsements are at an all-time high and eyewear companies are no exception to the trend. Two Canadian companies, Wescan Optical and Claudia Alan, had the honour to participate in the official gift bag for the 53<sup>rd</sup> Annual Grammy Awards.

Having outfitted many A-list celebrities last September at the Toronto International Film Festival (TIFF) with frames from Evatik, FYSH UK and Kliik denmark, Wescan Optical was ready to roll out the red carpet once again to gift some of the most celebrated artists in music today.

Wescan was proud to offer the celebrities two new ophthalmic styles from its FYSH UK collection – F3428 and F3435. The glasses were part of a long list of luxurious gifts found in the sought-after celebrity tote bag that

was given to nominees, presenters and performers prior to the Grammys at the LONDON Hotel in West Hollywood.

"Stars love showing off their specs," said Beverly Suliteanu, Wescan's VP of product development. "From the retro-inspired cat-eye to geek-chic, it has become an undeniable trend among celebrities and fashion-conscious consumers to accessorize their look with a stylish pair of frames."

"We are excited to include FYSH UK's stellar eyewear in the Red Carpet Celebrity Gift Suites in honour of the Grammys," added Roger Zamudio, CEO of Red Carpet Events LA. "These days four eyes are much cooler than two!"

Vancouver-based brand AYA, designed by Carla D'Angelo, also included 80 pairs of sunglasses in the gift bags for the 2011 Grammy Awards Person of the Year tribute which honoured Barbra Streisand on February 11. Invited to participate in the opportunity by WOW! Creations, AYA sunglasses had the opportunity to grace the faces of celebrity guests like Barbra Streisand, Diana Krall, Christina Aguilera, Jennifer Hudson, David Foster, Heidi Klum, Fran Drescher and many more.

"I think this is an excellent marketing opportunity for the AYA Accessories line," said D'Angelo, who was also at the TIFF and presented Matt Damon and his wife who wear both her eyewear. D'Angelo contributes to the ONE x ONE charity where Damon is ambassador. "I am very particular about the events I participate in. This one is an excellent fit because of the targeted recipient list and no cost to participate, other than the sunglasses themselves. I am especially excited to get AYA on the Canadian celebs, Diana Krall and David Foster, who may have an innate appreciation of the native Indian artwork feature in the AYA line."

For more information on these two companies, please click on [Wescan Optical](#) and [Claudia Alan](#).