

# bebe

## Altair launches bebe eyewear collection in October 2010

RANCHO CORDOVA – Altair® debuts the new 2010 bebe collection with 16 optical and 10 sun styles. Bebe's signature look of hip, sophisticated and sensual fashion for women, is embodied within four inspirations – Rocker, Glamour, Lover and Logo.

"The collection reflects the bebe woman's prerogative to be assertive, stylish and romantically playful" said Steve Wright, President of Altair Eyewear. "Appealing to her vibrant nature, our designers have used bold embellishments, rich materials, and alluring colors to entice her senses. We truly have something for every woman!"

Inspired by her desire to make a fashion statement, the collection mixes iconic bebe details of hearts, crystals, studs, animal prints and a custom lace acetate.



BB5000  
in Smoked Topaz



BB5005  
in Ruby



BB5008  
in Jet



BB5003  
in Smoked Topaz

Point-of-purchase materials include: a single-piece display, a five- or ten-piece display, mirror, counter cards, and posters. Each optical frame and sunglass comes with a black patent leather case with pink lining, featuring bebe's signature "i ♥ bebe" printed on the inside. Each case includes a cleaning cloth highlighting bebe's tossed heart pattern.

For more information contact Altair Eyewear at 800.505.5557 or online [altaireyewear.com](http://altaireyewear.com)

For samples or high-resolution photography, please see below for contact information.

Press Contact:  
Liz Baidoo  
VSP Public Relations  
916.858.7381  
[elizba@vsp.com](mailto:elizba@vsp.com)

