

Kaenon Polarized Releases New Sunglasses For Holiday '09



Released on: November 13, 2009, 10:37 am
Author: [Kaenon Polarized™](#)
Industry: [Retail](#)

Perfect Polarization Offered in Three New Luxury Performance™ Sunglass Designs

Newport Beach, CA (November 13, 2009) — [Kaenon Polarized™](#), the Newport Beach-based maker of lifestyle and performance [sunglasses](#), proudly announces the Holiday arrival of three new Luxury Performance frame designs for men and women. The men's and women's sunglass styles will be available November 1 and launched to retail in limited release through Kaenon's premium dealer network, including 20 southwest Nordstrom locations.

Designed in California and made in Italy, **PINO™** and **BURNET™** are modern, west coast interpretations of retro-period designs that are pure Luxury Performance to be worn equally, by both men and women. **JOSS™** was inspired by, and designed with racecar-driving pop star **Danica Patrick** for women looking for something feminine and stylish, yet comfy and sporty in a women's sunglass.

The initial Holiday 2009 release will make each style available in a rich, gloss black frame with the company's patented SR-91 polarized lens in Grey 12™ as well as a new frame color the company calls Havana – a beautiful tobacco brown accented by deep, dark rich tones. Each frame is hand painted and assembled in Italy following Kaenon's creative direction and strict quality control. Joss will offer Havana with Copper 12™ SR-91 polarized lenses, while Burnet and Pino will house G12 lenses in Havana. Each frame is Rx

adaptable with Kaenon's SR-91 prescription lenses – in Single Vision or Freestyle™ Progressive.

PINO

Simple, clean, and stylish, PINO is a modern, west coast take of a 50's-period classic to be worn by both men and women looking for a moderately sized fun, yet functional sunglass. Designed in California, made in Italy, Pino's injection molded TR-90 8-base wrapped frame is pure Luxury Performance. Old school styling with low-key Kaenon branding engraved on a decorative metal inlay, all defy Pino's light weight, performance fit. Only further enhanced by our patented SR-91 polarized lenses that provide unsurpassed razor sharp optical clarity and glare reduction. Pino comes with a protective metal case and is Rx adaptable. MSRP begins at \$229.



BURNET

BURNET is a subtle reshaping and condensed interpretation of our popular, retro-inspired Burny™ frame style. Designed to be worn by both women and men equally, it's a timeless, classic design that features subtle, yet distinctive styling with the performance and comfort Kaenon Polarized is known for. Easy to wear for a wide variety of face shapes, and featuring a throw-back temple design highlighted by discrete branding and logo detailing in a pure metal inlay, this durable, performance-wrapped TR-90 frame houses 8-base SR-91 polarized lenses for razor sharp optical clarity and unsurpassed glare reduction. Made in Italy, BURNET comes with a protective metal case and is Rx adaptable. MSRP begins at \$229.

JOSS

Inspired by Danica Patrick, and designed with input from the racecar-driving pop star, JOSS is the shapely sister to our popular Georgia™ frame style that Danica has been so instrumental in popularizing. Joss is



distinguished by a slightly oversized round lens shape, enhanced by supple, curvy surfaces that taper aft into thin sleek temples that support our female-fit geometry. Made in Italy using TR-90 frame material, Joss is light weight, durable and super comfy, with buried Variflex nose pads for additional comfort and security that come standard as do the wrapped 8-base SR-91 polarized lenses for maximum protection with unsurpassed razor sharp optical clarity and glare reduction. Complete with a protective metal case and Rx adaptable, Joss is the choice in [women's sunglasses](#) that begs to be worn...and loves to play! MSRP begins at \$209.

Kaenon Polarized has quickly become the luxury performance choice of those who live the Southern California lifestyle to its fullest. Superior lens performance is the engine that differentiates Kaenon Polarized sunglasses, verified by scientists and validated by professionals in both land and water sports such as, sailing, golf, baseball, snow, surf, paddling, fishing, cycling, climbing and driving, as well as celebrities in film and music.



At the core of every Kaenon Polarized sunglass is the company's proprietary and patented SR-91 ® lens material. No other lens on the market offers better clarity, impact protection, and glare reduction, all in one ultra-lightweight lens. Every SR-91 polarized lens carries a Lifetime Guarantee against delamination, cracking or splitting - including Kaenon

Polarized prescription sunglasses made from SR-91 prescription polarized lenses.

With an initial 20+-store launch that started in July, Nordstrom will sell all three new Kaenon Polarized sunglass styles in Southern California, Arizona, Nevada, and Hawaii – including its four flagship locations at South Coast Plaza, Fashion Valley Mall, The Grove and Scottsdale. Including Nordstrom in this initial Holiday launch of Burnet, Pino and Joss, demonstrates the success both companies have enjoyed since partnering in July – with sales of [Kaenon Polarized sunglasses](#) out-performing Nordstrom expectations.

“Nordstrom has always been the first to recognize true leadership and trend direction in fashion and sensibility, and we're very excited they've shown such confidence in Kaenon Polarized to once again demonstrate their knack for quality product and ability to differentiate themselves with distinctive brands,” said Steve Rosenberg, Co-Founder and CEO of Kaenon Polarized. “Nordstrom not only understands the trends, they have exceptional insight behind the product that drives those trends,” he added.

Kaenon Polarized. Evolve Optically®.

Founded in 2001 to fill a void in the performance sunglass marketplace, Kaenon Polarized revolutionized the world of sports optics with its patented SR-91 polarized lenses, Light Transmission Level Technology, and award winning [polarized sunglasses](#). With a passion for optical excellence and true sports performance, Steve

Rosenberg leveraged his 20+years as an elite-level sailor, Olympic sailing coach, sports marketer and executive in the sports optics industry, and set out with his brother Darren Rosenberg to redefine performance eyewear. With that purpose, Kaenon Polarized introduced [SR-91](#), the most advanced polarized lens available, combining razor-sharp clarity, impact-protection, superior durability and glare-reduction all in one ultra-lightweight lens. Kaenon Polarized's high-performance [sunglasses](#) offer superior fit and luxurious style – Luxury Performance™ – for elite athletes and active lifestyle enthusiasts, always with SR-91 prescription and non-prescription lenses, for both men and women. For more information, please visit <http://kaenon.com>.

#

**Kaenon
Polarized**
864 West 16th
Street
Newport Beach,
CA 92663
+1.949.574.79
18
www.kaenon.com



~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)