

# Innovative Eyewear Appoints Calvin Peters as Digital Communications Executive

*Innovative Eyewear, operator of the Lucyd® smartglass brand, has brought on Calvin Peters, a former marketing executive from Walgreens Boots Alliance.*

MIAMI, FL, UNITED STATES, September 28, 2020 /EINPresswire.com/ --

Innovative Eyewear, the US operator of the [Lucyd®](#) e-glasses brand, is pleased to announce today that it has expanded its management team with the appointment of [Calvin Peters](#) as eCommerce Growth, Content and Social Media Manager. This news comes as Innovative Eyewear is

preparing for the fall launch of their upcoming Lucyd Lyte line of Bluetooth eyeglasses, the first smart eyewear product to match the look and feel of designer eyeglasses.



Mr. Calvin Peters

Mr. Peters is a seasoned digital marketer with a track record of excellence. Formerly the Sr.

“

After seeing Calvin's proven marketing record at the WBA, we believe he will be instrumental in the growth of the Lucyd brand into the global standard for e-glasses.”

*Harrison Gross, CEO  
Innovative Eyewear*

Manager of PR, Social Media and Influencer Marketing at the Walgreens Boots Alliance (WBA). Mr. Peters is well-equipped to handle the challenge of commercializing Lucyd eyewear to a global audience. In his time at the WBA, he launched the Social media presence of the Duane Reade drugstore chain, growing their Twitter presence into the largest social following of any drugstore while owning SOV to help facilitate essential PR narratives. In 2015, he transitioned from Duane Reade into the WBA who purchased the drugstore chain in 2010. Mr. Peters helped lead Digital PR and influencer marketing efforts for the Walgreens brand and vendor partners to increase both

store and owned media traffic/engagement; in addition to eCommerce conversion rates. Prior to this, he had online apparel retail experience working at Lugz Footwear & Apparel and Southpole clothing (Wicked Fashions, Inc.), where he managed three brands and celebrity endorsements

including a marketing team with a \$15m annual budget.

Mr. Peters has a record of accolades for his work in public relations, social media and influencer marketing. This includes the 2013 Silver Hub prize for Social Shopper and Shopper Marketing campaigns. He was a finalist for the 2014 Shorty Award for "Best Use of Social Media for Retail or eCommerce", four 2017 Distinction accolades from the 23rd Annual Communicator Awards and a 2017 Webby Award Official Honoree for the #MyWalgreensApp campaign.

"We are thrilled to add Calvin to our talented management team. After seeing Calvin's proven marketing record at the WBA, we believe he will be instrumental in the growth of the Lucyd brand into the global standard for e-glasses," said Harrison Gross, CEO of Innovative Eyewear.

Calvin Peters said, "I'm extremely honored for the opportunity to amplify and grow this unique, tech-forward product offering Innovative Eyewear brings to the market through the Lucyd brand. I've been fortunate to employ various social media, influencer marketing and integrated PR strategies across various brands. Lucyd's market leading eyewear technology, social media integration and a sustainable first-to-market strategy, will be integral in growing the company into one of the most recognized and exciting lifestyle-based eyewear brands globally."

#### About Innovative Eyewear

IE operates the global Lucyd eShop, which provides advanced eyewear that brings fashion and tech together at last. To learn more please visit <https://lucyd.co>.

This press release is for informational purposes only. The information herein does not constitute investment advice nor an offer to invest and may contain statements related to our future business and financial performance and future events or developments involving Lucyd or Innovative Eyewear that may constitute forward-looking statements. These statements may be identified by words such as "expect," "look forward to," "anticipate" "intend," "plan," "believe," "seek," "estimate," "will," "project" or words of similar meaning. We may also make forward-looking statements in other reports, in presentations, in material delivered to customers, stakeholders and in press releases. In addition, our representatives may from time to time make oral forward-looking statements. Such statements may be based on the current expectations and certain assumptions of Lucyd or Innovative Eyewear's management. Please note that these are subject to a number of risks, uncertainties and factors, including, but not limited to those described in various disclosures. Should one or more of these risks or uncertainties materialize, or should underlying expectations not occur or assumptions prove incorrect, actual results, performance or achievements of Lucyd or Innovative Eyewear may vary materially from those described explicitly or implicitly in the relevant forward-looking statement. Lucyd and Innovative Eyewear neither intends, nor assumes any obligation, to update or revise these forward-looking statements in light of developments which differ from those anticipated.

Harrison Gross  
Innovative Eyewear Inc.

+1 305-200-3450

[email us here](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/526976251>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.