

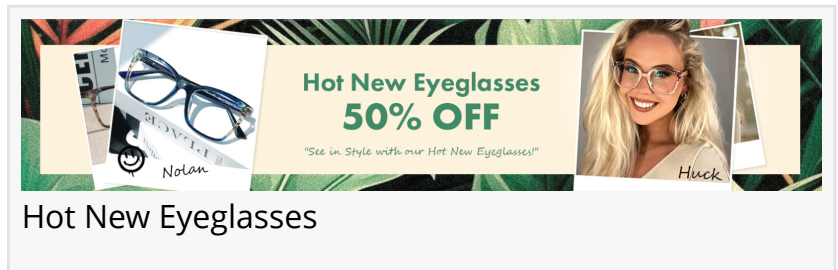
# Lensmart Announces the New Campaign for New Products

*Glasses brand Lensmart launches new products and collection for Spring-Summer 2023.*

NEW YORK, UNITED STATES, April 20, 2023 /EINPresswire.com/ -- [Lensmart](#),

an innovative glasses brand, recently

releases its [new campaign](#) for its latest products--trendy eyewear for Spring-Summer 2023. The brand new collection is comprehensive so as to represent the company's future design as well as the potential trends this year.



As for the fresh collection, it enjoys hot new glasses mostly in that the theme is to "See in Style with Hot New Eyeglasses." Those glasses exhibited in the collection embody various styles of glasses while one can still find the main topic from them. Eyeglasses, from the perspectives of the shapes, basically can be divided into six types: rectangle, round, square, oval, aviator, and cat eye. On the basis of the six types mentioned before complex patterns and prints on glasses expand the range of possibilities of glasses.

In addition to novel eyeglasses, sunglasses are also included in this collection, which is the main difference from its last collection. Admittedly, a pair of sunglasses is for summer, and that's why retailers are gradually planning for summer-related goods and products at the end of April. Sunglasses in this collection show the potential trend of summer 2023. Although they are not as versatile as eyeglasses presented in the collection, customers will get a hint about the trend of this summer. Besides, as a fresh campaign, there is inevitably some discounts on products. Glasses and sunglasses there are up to 50% off which renders another convenience for customers.

## About Lensmart

Lensmart is a glasses brand striving to provide suitable glasses for customers online. Started with the aim of offering convenient experience of purchasing glasses online, the brand enjoys an expansive range of glasses to suit unique needs of individuals and gives customers a personalized shopping experience. The following is the three commitments of Lensmart: What you see is what you get; Comfort with ergonomic designs; Flex with a style. Under the discipline of the brand itself, Lensmart's goal is not to sell another pair of glasses but to add value and

meaning to shopping experience.

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