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alma chains encourages you to #chainyourframes

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Australian fashion label alma chains has officially launched with its debut collection “The Chain Gang”, the latest eyewear accessory to hit the market.

Founded by travel friends Darcie Callahan and Anji Head, alma chains offers a range of beautifully crafted sunglass and spectacle chains, suited to all types of frames and appropriate for both men and women. Harmonizing function with style, the label has created a modern take on the sunglass and spectacle chains of yesteryear.

The girls have put a playful spin on their first collection, with each chain being given a boy’s name, as well as it’s own personality. Customers can choose from the delicate antique copper ‘Bobby’, the classic silver ‘Theodore’, the smooth and sleek ‘Derek’ in black, the crowd-pleasing gunmetal ‘Leon’, or the chunky brass plated ‘Rocco’.

Commenting on the launch of their label, Head said: “throughout our travels and daily happenings, one faithful accessory – our sunnies – have always accompanied us. Being on the move and, I admit, being a bit forgetful, we wanted to find a way to keep hold of our eyewear whilst maintaining a level of sophistication. For us, creating alma chains was the answer.”

alma chains has coined the phrase #chainyourframes, encouraging customers to complement their sunglasses or spectacles with an alma chain.

The ‘Chain Gang’ collection is now available online at www.almachains.com and you can find alma chains on Instagram @almachains along with Facebook.

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