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MFS Eyewear Makes a Fashion Statement in New York

Children's Sunshade Collection to be Showcased in Vogue Bambini Fashion Show. MFS Eyewear, the leading brand for children's sun protection sunshades, has been chosen to participate in the VOGUE BAMBINI Fashion show during the ENK Children's Club Tradeshow.

NEW YORK, NY, October 03, 2008 **/24-7PressRelease/** -- MFS Eyewear , the leading brand for children's sun protection sunshades, has been chosen to participate in the VOGUE BAMBINI Fashion show during the ENK Children's Club Tradeshow. The tradeshow will be held at the New York Javitz Center October 5-7, 2008.

Every year VOGUE BAMBINI, premiere international children's fashion magazine, hand selects elite lines to be featured in their New York fashion show. This year, MFS Eyewear have been chosen to be among the brands featured in the Fall Fashion Show at ENK Show. MFS Eyewear will be rolling down the run way with the best of children's fall fashion; the perfect compliment to the trendsetting styles of the season.

"It is a tremendous honor to be recognized by Vogue. The Vogue publications are the international authorities on adult and children's fashion," says Lisa Medora, Executive Vice President of MFS Eyewear . "Seeing the MFS Eyewear collection featured in a VOGUE BAMBINI issue and fashion show has been an opportunity for our children's sunshade collection to gain international exposure."

Also being showcased at the ENK tradeshow, is the 2009 My First Shades, Extreme and Freestyln' collections of MFS Eyewear . The 2009 Collection offers many designer styles and fun colors, specifically targeting ages infants to twelve-year-olds. MFS Eyewear will continue to focus it's recent exposure and success to create awareness of the harmful affects of sun exposure and the importance of sun protection at a very early age for children's eyes.

About MFS Eyewear

MFS Eyewear was established as a company that takes a proactive, yet fun approach to encouraging eye protection for children. Founded in 2001 as My First Shades , MFS Eyewear has designed eyewear that is comfortable, yet stylish for children. For more information, call: 978-371-2900 or visit online at: www.MFSeyewear.com For more information or Hi-res images, contact Dan at: dan_meyers@sbcglobal.net

Meyers Communications

Full-Service Advertising and Public Relations agency focused on childrens lifestyle brands. For further information, please contact us at (323) 931-4771