



Mivision
June, 2010
Page: 65
Section: General News
Region: National Circulation: 6900
Type: Magazines Lifestyle
Size: 159.00 sq.cms
Frequency: Monthly

Rachel Bilson is **Sunglass Hut** Ambassador

Rachel Bilson is famous for her role on the OC as well as her much admired fashion sense. Last year, Rachel began a style column for InStyle Magazine in the U.S., and now she's been named Sunglass Hut's first eyewear ambassador.

Her duties include starring in their ad campaign and making appearances at Sunglass Hut parties. But she'll also be the company's resident "Style Director", which involves blogging SunglassHut.com and interviewing her eyewear style icons, including Tory Burch and Karl Lagerfeld because, "he wears sunglasses at all times.

"I was very flattered when Sunglass Hut approached me to do this," said Bilson. "I

can't say what makes me a good style adviser for them, but I am a huge sunglasses addict. I don't leave the house without (a pair)".

Sunglass Hut CEO Fabio d'Angelantonio said, "We wanted a symbol of our philosophy somebody who's familiar and relevant to our target (consumer), but at the same time was herself sunglasses obsessed."

Meanwhile, over in London, the stars turned out in force for the opening of a new Sunglass Hut store on Oxford Street. Pop stars, supermodels and TV presenters, along with a smattering of rock star offspring and X Factor failures, flocked to the opening party. Amongst the big names were supermodels Eva Herzigova and Lily Cole as well as rockstar daughter, Pixie Geldof.

