

K A T A

PRESS KIT







Cutting edge M1 technology takes center stage for Kata's Spring 2011 collection

NEW YORK, March 1, 2011 - Form meets function with the cutting-edge Kata M1™ technology. A magnet's natural polarizing properties facilitate a new temple concept that promises to revolutionize the way in which eyewear is created; patents are pending worldwide. A work of technical beauty, the magnet functions as the unifying force of the frame, effortlessly working as a screwless hinge.

Kata has a long history of pushing the boundaries of technology in the eyewear industry. Building upon the brand's strong heritage of design and innovation, the M1 technology is fully functional and gracefully illustrates Kata's guiding ideals of simplicity, innovation, responsibility and authenticity. Like a compass, the magnet embodies exactitude, ingenuity and purpose – leading Kata into the next dimension of eyewear design.

The nine piece collection is comprised of seven optical frames and two sunglasses. *M1.0* and *M1.1* are rectangle milled metal punchout optical frames; *M1.1S* is a rectangle sunglass. *M1.2* is a full-rim aviator optical style and *M1.2S* is the sunglass version. *M1.3* is a full-rim V-wire square optical style. *M1.4.1*, a rectangle, *M1.4.2*, a square, and *M1.4.3*, a P3, are each optical 3-piece mounts.

The Kata M1™ collection features thoughtful details including a custom logo in the temple tip and lightweight, 100% titanium construction. The collection's color palette is evocative of Kata's polished, minimalist aesthetic and includes noir, antique gold, tortoise, olive and grey-demi, a new shade this season.

In keeping with the brands' renewed focus on responsibility and consciousness, all Kata frames will be packaged in an eco-friendly case. The case is made of recycled material and folds flat during shipping leading to reduced CO2 emissions. Kata M1™ will also debut a new logo and will be supported with a lifestyle advertising campaign that was shot on location in Austin, TX. The campaign will be featured on counter cards, posters and other brand collateral.

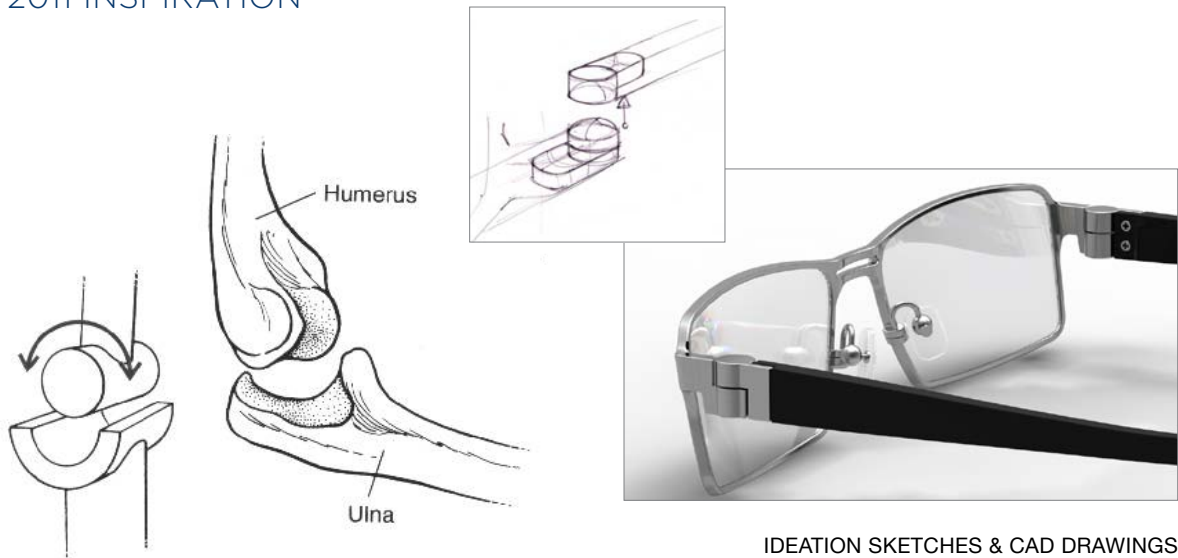
Legacie, the luxury house of B Robinson, was founded in 2002 to create an atelier of unique and high-end collections that bring a different level of design and quality to the marketplace. Legacie's exclusive holdings include Betsey Johnson Eyewear, PURE Eyewear and Judith Leiber Eyewear. Legacie also has a partnership for the distribution of David Yurman Eyewear.

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866.534.2243 x125

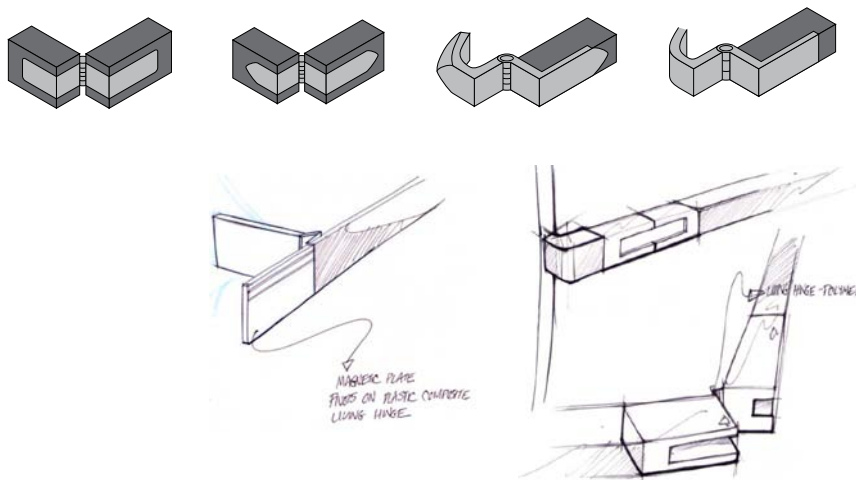
kdurante@legacie.com



IDEATION SKETCHES & CAD DRAWINGS

M1

A magnet's natural polarizing properties facilitate a new temple concept that promises to revolutionize the way in which eyewear is created. A work of technical beauty, the magnetic force functions like the joint ligaments in the human body with a physical tension that joins both pieces as one screwless hinge; patents are pending worldwide.



IDEATION SKETCHES & CAD DRAWINGS

INFLUENCE *Ron Arad chairs*

REVERSE

Reverse is based upon the idea of turning the hinge of a frame literally inside out. By exposing the connection between titanium and acetate on an inverted hinge, the ordinary is cleverly elevated into the realm of exceptional. The *Reverse* collection is presented in two harmonizing incarnations: a vintage-inspired selection of frames and then a modern grouping. Both offer an inspired way of interpreting the new temple concept and flawlessly incorporate signature Kata design elements.

K A T A

EDITORIAL & CELEBRITIES

Seriously Pink

No longer a term of the enemy, pink has settled in for the long haul. Expected for the past few fall-to-spring seasons, this season's pinks are rich and saturated with a hint of purple. Here are some of our favorite best ways to blend pink and cool.

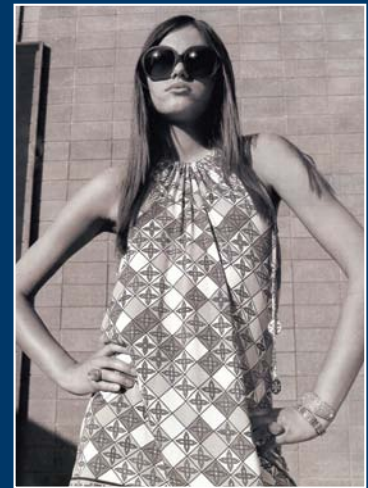
The New York Times
SundayStyles

PURPLE is the new black—look for a tone that flatters you

3 find your ideal color

EXPERT TIP: Purple is a great color for people with warm skin tones. It's also a great color for people with cool skin tones.

InStyle



HAMPTONS



WWD

LA VIE BOHÈME

SERVILE ACCESSORIES AND GEOMETRIC PRINT BATHING SUITS ARE TURNING UP THE HEAT ON SUMMER'S BATHING LOOK.

ELLE

TO DYE FOR

Plenty of details define top designers' spring fashion palettes, by Samantha Maras Haras

GOTHAM

US BUZZZZ-O-METER

From good vibrations (one bee) to major quakes (four bees), the people, places and things that are keeping Us abuzz...

ANILATORIES
Williams
my Snow
vanilla
ants packed
soothing
amins and
Sweet.
ora.com)

KATA SUNGLASSES
Cover your eyes! **Ashlee Simpson** and **Penelope Cruz** both sport these glam, oversized shades, available in 10 hues including berry and white. (\$335, 888-774-2424)

HARDY CUFFS
ch: The jeweler adored
na and **Cate Blanchett**
e sterling silver bracelets.
995, johnhardy.com)

STAR LOUNGE
Sienna Miller and **Heather Graham** get star treatment at this NYC hot spot.

Us



Robb Report

Focus on Frames

Glasses are no longer for vision correction alone. Here are some new eye-catching options.

BY MARISSA FOX

For him

For her

BusinessWeek



ASHLEE SIMPSON WEARS *TANGLE 4*



JARED LETO WEARS *PLUS 5*



JAMIE-LYNN SIGLER WEARS *PLUS 5*



CELEBRITIES WEARING KATA EYEWEAR

Adrian Grenier *Torque 3*

Angelina Jolie *Pleat 5*

Ashlee Simpson *Tangle 4*

Ashley Olsen *Arc 4, Eyebeam 4*

Brad Pitt *Pleat 4*

Brett Ratner *Eyebeam 3*

Brittany Murphy *Frisko, Tangle 4*

Brooke Shields *Arc 2, Plus 5*

Drew Barrymore *Plus 5*

Ellen Pompeo *Pleat 5*

Emmy Rossum *Arc 4, Tangle 4*

Eva Longoria *Tangle 4, Pleat 5*

Eva Mendes *Arc 4, Tangle 4, Pleat 5*

Jada Pinkett Smith *Arc 3, Arc 4, Plus 5*

Jamie Foxx *Chroma 2*

Jamie-Lynn Sigler *Plus 5, Tangle 4*

Jared Leto *Plus 5*

Jennifer Lopez *Pleat 5, Tangle 4*

Jeremy Piven *Torque 3*

Jessica Simpson *Pleat 5*

Josh Hartnett *Chroma 2*

Julianne Moore *Caribou*

Justin Timberlake *Plus 5*

Kate Walsh *Illusion 4, Pleat 5, Tangle 4*

Kevin Connolly *Torque 3*

Kristin Cavallari *Tangle 4*

Lindsay Lohan *Arc 4*

Liv Tyler *Thread 3, Flora 2*

Mary-Kate Olsen *Arc 4, Eyebeam 4*

Matthew McConaughey *Torque 3*

Mena Suvari *Frisko*

Mia Maestro *Arc 4*

Michelle Trachtenberg *Tangle 4*

Mischa Barton *Tangle 4*

Natalie Portman *Flora 2*

Nicole Richie *Arc 4, Tangle 4*

Olivia Newton-John *Illusion 3*

Patrick Dempsey *Pleat 4*

Penelope Cruz *Tangle 3, Tangle 4*

Rebecca Gayheart *Eyebeam 3, Arc 4*

Sandra Oh *Tangle 3*

Sean "Diddy" Combs *Velo, Caliper 3*

Teri Hatcher *Plus 5, Torque 3*

Tim McGraw *Eyebeam 3*