

WELCOME SPRING WITH YOUR NEW **bffs** (budget friendly frames)



at lenton & rusby we believe it's everyone's right to see well and look good with-out worrying about the price tag. That's why we take the industry's proven, best-selling styles and make them affordable and accessible to almost anyone. Our curated collection of on-trend eyewear features the perfect frames for every person in your family—crafted with quality, functionality, and value in mind. Say hello to eyewear for all.

target consumer

Men and women 18-55+

brand values

Quality, Value, Functionality, Inclusivity

features and benefits

perfectly priced

Competitively priced, fully covered by most VSP® insurance plans. Ideal second pair/private pay options.

no skimping on quality

Crafted with handmade acetate and high-quality metals featured in rich colorations and subtle design elements

styles that sell

Best-of-the-best top selling styles curated to make an impression.

good things, small package

Our 40pc merchandising box was designed to be compact but impactful. Best of all, there's no up-front cost and no need for board space.

LENTON & RUSBY