R A E N Optics Launches New Website and Releases New Styles

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ENCINITAS, Calif., July 28, 2011 /PRNewswire-iReach/ [1] -- Encinitas, CA-based boutique eyewear brand, R A E N optics [2] has the 2011 season in full focus with today's launch of their new website. A fresh look with optimized user capability, R A E N invites the World Wide Web to explore art, culture, fashion, and one stellar lineup of hand-crafted optics.

(Photo: http://photos.prnewswire.com/prnh/20110728/CG43745 [3])

THE LOOK

Besides its contemporary skin, R A E N said so long to flash and hello to cross compatibility granting visitors 24-7 access on any browser, portable device or smart phone platform. Through seamless navigation, viewers can easily dig in to the newest collections with enlarged hero, front and side views, meet the R A E N community, get inspiration from daily blog posts and see their favorite frames featured hot off the press.

Jonesing to purchase those shades now? R A E N offers customers (national and international) a direct shopping experience within the website as well as a list of online and retail stores stocked with R A E N product.

"We wanted a site that emulated not only the R A E N culture, but one that paralleled the aesthetic of the team behind the brand," says Creative Director, Justin Heit. "We are a like-minded bunch full of ideas that I believe were successfully translated into the look, feel and overall user experience."

THE COMMUNITY

An important element to R A E N lies in the individuals that create their culture. As so, this community of photographers, ambassadors and fine artists live within the website so visitors can see "Through The Eyes Of" the eclectic lives that drive inspiration behind the brand's authentic product and timeless style.

THE PRODUCT

With the launch of the new
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