



FOSTER GRANT.  
**90 YEARS OF STYLE**

*Discover Our Story*

Explore our 90th Anniversary styles - each inspired by an iconic decade.

2019.05.31

## **CHEERS TO 90 YEARS OF FOSTER GRANT® SUNGLASSES**

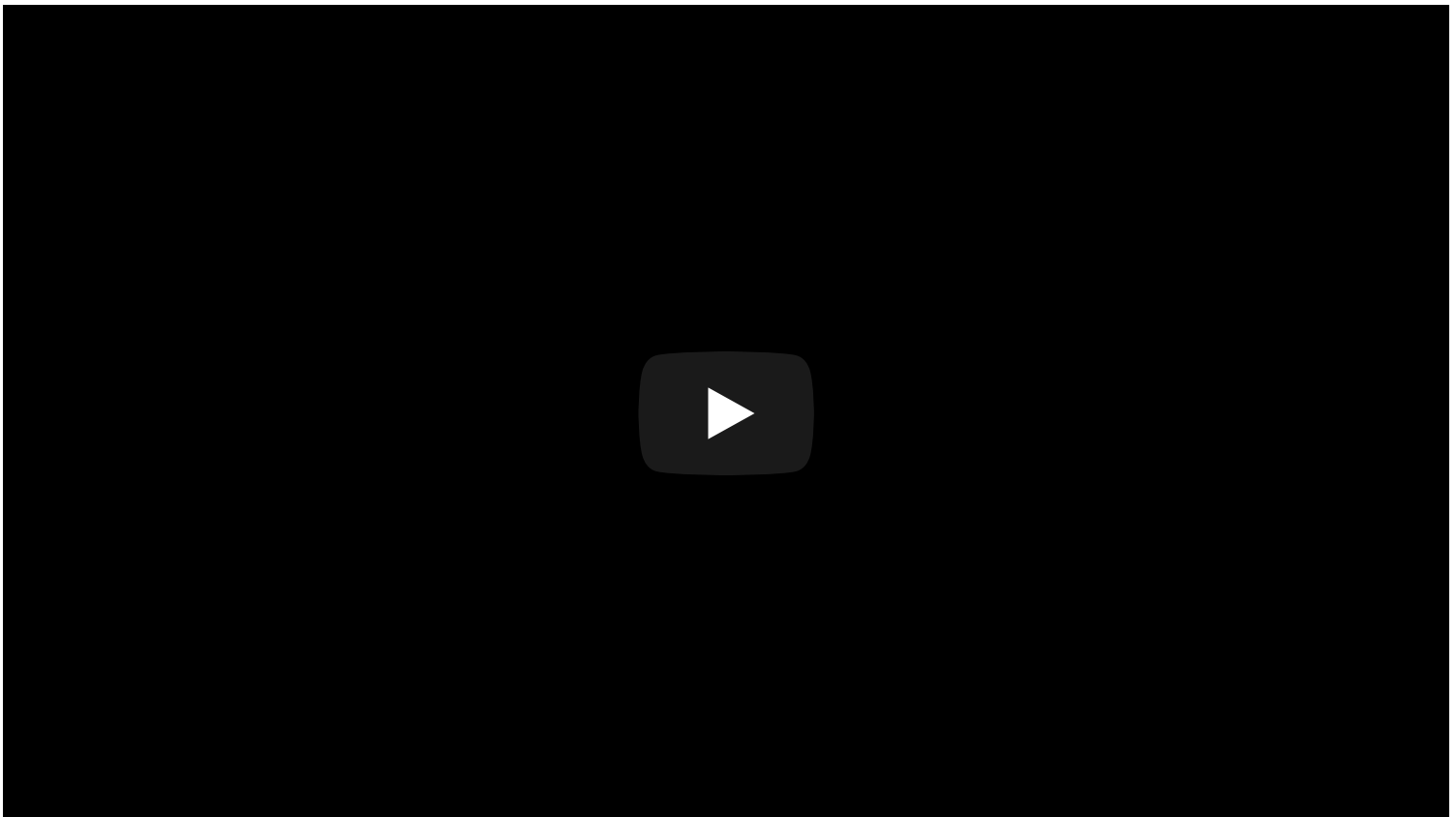
Foster Grant® recently celebrated its 90th Anniversary, and to mark the important event, the brand revisited the archives and launched a special anniversary capsule collection of ten sunglasses - each inspired by an iconic decade.

The 90th Anniversary Collection is a vintage, limited edition selection of favorites sold exclusively on FosterGrant.com. It conveys Foster Grant®'s rich and storied history, dating back to 1929, when the first pair of sunglasses were introduced to America and sold on the Atlantic City boardwalk for just ten cents. Today, 90 years later, there are more pairs of Foster Grant® sunglasses sold in the United States than any other sunglass brand.

During the gilded age of Hollywood, Foster Grant® catapulted to fame with their now-iconic advertising campaign, “Who’s That Behind Those Foster Grants®,” featuring numerous Hollywood stars such as Raquel Welch. Advertising Age named this campaign one of the Top 100 Ad Campaigns of all time. Many famous faces have donned Foster Grant® eyewear, and since 2014, actress and musician Kat Graham has been “behind those Foster Grants®.”

Foster Grant® has maintained its star power over the past nine decades with a commitment to delivering real style with classic and fashion-forward looks at affordable prices. A lot has changed in 90 years of fashion, except for the name on the sunglasses.

Watch the anniversary video here!



The 90th Anniversary Collection is available at [www.fostergrant.com](http://www.fostergrant.com)

## SEE ALSO

2019.05.16

PRODUCTS

## VARILUX® CELEBRATES ITS 60TH ANNIVERSARY!

This year, Varilux® is celebrating its 60<sup>th</sup> anniversary: it was in May 1959 that Bernard Maitenaz had created this revolutionary solution. To mark this milestone, the Essilor Group has organized a tribute exhibition for its employees. This is an occasion to reflect on the Varilux® success story.

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2018.06.15

PRODUCTS

## TRANSITIONS OPTICAL: BRINGING LIGHT UNDER CONTROL™



A spotlight on a new visual identity and consumer campaign from Transitions Optical is showing how Transitions® Light Intelligent Lenses™ help master light to enjoy every aspect of light with the comfort of everyday eyecare.

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