

NOVA[®] EYEWEAR SIGNS JACQUELINE FERNANDEZ AS ITS GLOBAL BRAND AMBASSADOR



Nova Eyewear, the global eyewear brand from Vision Rx Lab, announced the leading Bollywood actress Jacqueline Fernandez as its global brand ambassador to mark its glorious 10 years celebration campaign.

Available in more than 25 countries worldwide, the brand Nova is unique in its category as it straddles the best of two worlds: world-class vision correction technology for lenses and the latest in fashionable frames and sunglasses. It is one such international brand which effectively addresses the need of vision correction and protection without compromising on aesthetics by providing the best eye-care products which are both high on technology and fashion to meet the visual needs of modern consumers leading an active life.

A famous face synonymous with international fashion, Jacqueline Fernandez makes the perfect choice for the brand as she is well known for her great sense of fashion and dynamic lifestyle which is in keeping with the spirit of the brand.

"On occasion of 10 years celebration of Nova Eyewear, we have roped in Jacqueline Fernandez, a popular face from Bollywood, who exudes confidence, spunk and is a diva in the world of fashion," says Ms. Pammi Jamalpuria,

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GM-Corporate Marketing. "Besides stardom, she is also actively involved in social causes such as animal welfare and marine conservation, and has a penchant for sports and fitness which adds to her personality. A woman with a vision like Jacqueline, who dons multiple roles in real life without compromising on fashion, makes her a perfect fit for the world of Nova", she added.

On this new brand endorsement Jacqueline Fernandez expressed her enthusiasm, "I am thrilled to be associated with an internationally renowned brand like Nova which has been revolutionising eyewear in more than 25 countries worldwide, bringing top-of-the-line eyewear product range to the modern day consumers who are looking for superior vision solutions without compromising on style, allowing them to enjoy perfect vision with international style."

The new advertising campaign for Nova with the Bollywood star will begin in June 2018. Through this campaign, Nova will showcase its wide category of eyewear solutions for various visual requirements such as for active lifestyle, sports, driving, prevention of eye-fatigue and UV protection and more to the consumers worldwide.

ABOUT VISION RX LAB:

Vision Rx Lab is one of the largest ophthalmic Rx lens manufacturers in Asia, offering complete lens solutions ranging from traditional to digital Rx lenses, hard and AR coatings, tinting, glazing and mounting. The internationally renowned company, a joint venture of GKB Rx Lens and Essilor, has been producing high quality organic and mineral Rx lenses for around 59 years. The group's wide range of products also includes fashionable frames and Rx sunglasses.

Vision Rx Lab has its headquarters in Kolkata. Its large infrastructural set-up comprises 19 manufacturing labs, including digital labs, and 16 service centres that are spread across the country. The company has one of the best manufacturing facilities in Asia, located in Gurgaon and also has overseas branch offices in Dubai and Canada for efficient management of exports catering to its large international market.

PS: For more information on Nova Eyewear please visit [HYPERLINK](http://www.novaeyewear.com)

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