



FOR IMMEDIATE RELEASE

Jisco goes through complete rebranding with new product line

The Barcelona-based eyewear brand launches a leather bags collection.

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Jisco Eyewear SL, the Barcelona-based brand better known for its eyewear collection with colourful design, just announced the launch of a capsule collection of quality leather bags. The new product line of the company, whose trademarks are vibrant colours, individual design and Mediterranean inspiration, will be distributed in Europe and available for online purchase on the website shop.jiscostyle.com. The move is part of a complete rebranding that includes the publication of a new corporate website.

“The design and personality of our design has incredibly improved since the beginnings in 2012”, says co-founder and CEO Francisco Marin. “During the last years our identity has become more defined too, so we felt it was time for us to adapt our image and move forward. We are now ready to push our limits and expand the Jisco philosophy to other products lines”.

After the launch in 2012 Jisco immediately made a name for itself in the optical business thanks to the quality of its products. The latest collection makes no exception: Italian design, quality leather from Italy and Spain, extreme attention to details, with surprising accessories like the signature eyewear pocket and the acetate elements.

To learn more about the brand and the products contact Isa Simona at +34 931 760 053 or email, isa@jiscoeyewear.com, or visit the website at www.jiscostyle.com.



About Jisco Style

Jisco Style is a global brand for quality unisex bags, optical frames and sunglasses. The Barcelona-based company defines itself through the vibrant colour palette and individual design, which reflect the company values typical of a Mediterranean lifestyle: taking time for the beautiful and important things in life like friendship and good times.

Jisco Eyewear SL

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