Innovative Eyewear Company Digby Duke Releases Indestructible TR90 Eyeglass Frames

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BERGEN, NORWAY (rushPRnews) 09/24/12 — Less than a year since it appeared on the international retail eyewear landscape, Digby Duke Eyewear has released new styles in its TR90 frames, each pair crafted using an amazing plastic polymer that won't break, bend or even melt in your car on a hot day.

"I put them on and have virtually not taken them off since. They are so comfortable to wear that now my expensive designer glasses that I got from an optician store feel heavy and stiff to wear," says Norena Jansen, Co-Founder of Digby Duke Eyewear.

So what is a TR90 frame? TR90 is a plastic polymer also known as "memory plastic," because it has a unique molecular structure. This structure helps produce frames that are:

-Super lightweight
-Extremely comfortable to wear
-Flexible

-Strong

Not only are TR90 frames flexible, so are the designs you can choose from! Looking for bright colors and interesting patterns for your eyeglass frames? TR90 plastic frames can be created in brighter colors and with more sophisticated patterns than typical plastic frames can provide.

Digby Duke Eyewear is “All-Inclusive” for one amazing, low price. For just $127 USD you get the highest quality frames and lenses, including all the best surface lens treatments. There are no surprise fees added on when you get to the checkout. In addition to FREE shipping, Digby Duke Eyewear also comes with:

- 100% UV protection
- Anti-scratch treatment
- Anti-reflective treatment
- Anti-fog treatment
- Transition and tinted lenses in a range of colors

Who is Digby Duke?
Digby is Norena's cute whippet whose name we just love! Whippets are an elegant and fun-loving dog breed with beautiful colors and coats, not to mention perfect vision since they are sight hounds. We want our eyeglasses to be the same; elegant, beautiful colors, and to provide crystal clear vision for you. Digby is spoiled rotten like a “Duke” at home, and we hope you will feel pampered here at Digby Duke, too, with superior glasses, a great shopping experience, and customer service fit for nobility.

To learn more about our products and styles, please visit us at www.DigbyDuke.com.

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