

By Alyssa DelPrete



Peepers

FASHION-FORWARD EYEWARE

"We're tied so closely to the fashion world. ... We're a fashion product. We continue to differentiate ourselves from the rest of the competition, and we're becoming more and more in tune with the fashion world."

Alec Sammann, CEO

Peepers glasses can be found at retailers throughout the U.S. and Canada, including gift shops, optical good outlets and grocery stores.

Company glimpse

- Designer and marketer of innovative and fashionable eyewear products
- Family business
- Founded in 1952
- Located in Michigan City

Famous customers

- Oprah Winfrey
- Sheryl Crow
- Howie Mandel

Magazine features

- *O, The Oprah Magazine* (named one of Oprah's favorite things in February 2014)
- *Good Housekeeping* (featured on the "Good List" in August 2013)
- *US Weekly*
- *The New York Times*
- *Chicago Tribune*

Commitment to fashion

Peepers releases around 100 new styles each season. The company subscribes to Pantone, an authority on color, and receives its color palette eight to 10 months in advance of its official release date.

Eye-catching names

Scroll through the glasses on the Peepers web site and you'll run across unique names like "Quick Wit," "White Ice," "Snow Bunny" and "Boss." "The names give the glasses their own personality."

Sammann recalls his parents sitting out on the deck at home and brainstorming names for the glasses. Today, a team of eight Peepers employees undertake the naming process once a design is finalized.

