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By Jenna Pelletier Journal Staff Writer

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After selling designer sunglasses for years as the CEO of OPTX Rhode Island eyewear boutique, Lynne Diamante has launched her own line called blueLOVE.

JOHNSTON, R.I. -- After selling designer sunglasses for years as the CEO of OPTX Rhode Island eyewear boutique, Lynne Diamante has created her own line called blueLOVE.

Diamante, a former Miss Rhode Island who starred in the Bravo reality series "Game of Crowns," says she based her designs on the attributes customers request most, including good fit, high sun protection and lightweight material.

"This was really the next logical step for a retailer known for eyewear," Diamante said of the project, which has been five years in the making.

The name blueLOVE comes from an unlikely inspiration: the graffiti - or street art - covered blue construction barriers Diamante enjoys looking at while in New York City.

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"When you see graffiti it's usually someone making an outward expression of an inward emotion, and I'm fascinated by it," she said.

The first style in the collection, named dramaQUEEN (\$195), is an oversized butterfly-shaped pair of shades that comes in three colors: tortoise, black, and a blend of teal and sky blue.

This spring, she plans to introduce an aviator style as well as retro-style shades similar to Ray-Banwayfarers.

She's working with a factory in Italy to manufacture the glasses out of lightweight Mazzucchelli acetate.

The line is playful and girly, with heart charms on the cases and mad libs written on the lens cleaning cloths.

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"I love sunglasses because they can hide a multitude of sins," Diamante said. "Blood-shot eyes, no time for makeup, you name it."

blueLOVE is currently available at OPTX Rhode Island, 1277 Hartford Ave., Johnston.

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Lynne Diamante

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