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## Locs Sunglasses Popularized by LA Rappers Gaining Popularity Nationwide

### Wholesale Distributor Miami Wholesale Sunglasses Has Seen Sales Climb in Recent Years

SAN DIEGO, CA--(Marketwire - Sep 27, 2011) - Locs sunglasses defined the L.A. look in the '70s and '80s. Now the dark-lens style is gaining traction nationwide -- popularized by entertainers like Ice Cube and Snoop Dogg.

Heather Rhoads of San Diego wholesaler Miami Wholesale Sunglasses sells numerous brands of [wholesale sunglasses](#). She said Miami used to sell about 10 different styles of Locs, but has increased that over time to 30 different styles to meet a rising demand.

"In recent years, they've definitely been increasing in popularity," Rhoads said. "Locs is one of the top two brands that we offer."

Locs sunglasses feature a distinctive blocky style that has long been popular among rappers and movie stars. Rappers like Eazy-E, B.G. Knocc Out and Brotha Lynch Hung became synonymous with Locs glasses.

Historically, Locs always had an all-black, hard core gangster style look with thicker frames and the famous logo. But more recently the brand has been diversifying its style, offering all-white styles as well as styles with adornments such as skulls.

While Locs have long been a hot seller on the West Coast, the brand is now popular across the United States, Rhoads said, adding that the brand now has a wider appeal across consumer demographics. One reason for this growing popularity is that A-list rappers like Ice Cube, Ice-T and Snoop Dogg have been able to cross over into film and television while sporting their hard-core Locs shades.

Miami now gets weekly shipments of Locs sunglasses to keep up with demand. The California-based distributor markets the brand specifically on the Locs category page at <http://www.miamiwholesalesunglasses.com/locs-sunglasses.aspx>.

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