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Palinmania fuels sales of Japanese glasses

Thousands of people are ordering Sarah Palin's signature clear-rimmed spectacles from Japan in the latest sign that Palinmania is gripping the globe.

By Danielle Demetriou in Tokyo

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In the past ten days, more than 9,000 people, mostly from the US, have ordered a pair of glasses from the Japanese company behind the titanium glasses worn by Senator John McCain's running mate.

Kazuo Kawasaki, the Japanese designer behind Mrs Palin's glasses, has thanked the Republican vice-presidential candidate for inadvertently thrusting his creation into the international arena and helping to boost sales.

"I want to say, thank you to Mrs Palin. I want people to realise how fantastic Made in Japan technology can be," said Mr Kawasaki, whose frames have previously been worn by the actress Whoopi Goldberg and former US Secretary of State Colin Powell.

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Sarah Palin's signature clear-rimmed spectacles have proved popular Photo: AP

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