



# DKNY

In partnership with Specsavers, global lifestyle brand, DKNY, launches new eyewear collection across Specsavers stores nationwide.

Known for celebrating the aspirational and practical spirit of New York while taking inspiration from DKNY's iconic sportswear and accessory offerings, the new eyewear collection infuses effortlessly cool, streetwear-inspired details in a unique sun and optical offering.

All glasses in the 14-strong range feature an innovative mix of materials to create an elevated look with an edge in stand-out colourways in matte and satin finishes.

"We want to continue to offer our customers new and exciting collections, and DKNY is an iconic brand we know our customers will love," said Juan Carlos Camargo, Head

of Product at Specsavers. "DKNY's aesthetic as one of the most recognised and heralded names in American fashion, works perfectly with our ambition to offer glasses wearers exclusive high-quality stylish products that will help them express their personal style through their specs."

The DKNY range is priced from \$199 for two pairs single vision and is available in all Specsavers stores from February 13.

#IAMDKNY #LOVEGLASSES

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\*Prices correct at the time of distribution. Frames available while stocks last.  
\*All glasses are priced complete with single vision lenses

