Media Release

Specsavers launches Enhanced Fit eyewear range

Premium, stylish with a nod to Japanese and Korean eyewear trends

This Autumn/Winter, Specsavers introduces a brand-new range to its collection that provides an eyewear solution for those with lower nose bridges, wider face shapes or high cheek bones, available for consumers in all stores from 6 August. The Enhanced Fit collection consists of twenty-four optical and six sunglasses frames for both men and women.

COLLECTION

Designed for comfort and style, Enhanced Fit is an innovate new collection that merges fashion and fit. Made for those with low nose bridges, wider face shapes and high cheek bones, the frames offer specific features to ensure a secure and comfortable fit. Longer nose pads and an adjusted frame tilt allow the frames to sit more parallel on the face and minimise frames from sliding down and resting on cheeks or eyelashes.

Statement styles such as retro round eyes; classic wayfarer and vintage aviator inspired frames feature clean lines, polished stainless-steel finishes, and ornate details to create a sophisticated look and feel. A cohesive colour story, including light transparent crystals, dark amber and khakis, offer a relaxed, contemporary expression. While touches of rose gold and satin add weightless and refined quality. Bolder styles are expressed through statement shapes in luxurious acetate.

INSPIRATION

Crafted as a nod to the eyewear trends coming out of Japan and Korea, frames in the collection are named after the cities and neighbourhoods that have inspired the range. From the mix of the old and the new of Sheung Wan in Hong Kong, the bustling entertainment district of Shinjuku in Tokyo, and the distinctive charms of Neukölln in Berlin, the collection encapsulates a unique sense of worldliness.

"We want to continue to offer our customer new and innovative collections, the Enhanced Fit range helps to broaden the scope of our range through a dedicated offering of adjustable frames to suit different facial profiles," said Juan Carlos Camargo, Head of Product at Specsavers. *"Not only functional, the range is also stylish, translating uniqueness and quality into a contemporary collection which we know our customers will love."*

The Enhanced Fit range is priced from $199 for two pairs single vision and is available in all Specsavers stores from August 6.

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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.