

FOR EVERY SHADE OF YOU

Specsavers unveils key sunglasses styles for Spring/Summer '20

Media Release

Inject your summer eyewear game with some fashion fun with Specsavers' collection of sunglasses for Spring/Summer '20 and find the perfect pair to suit all the sides of you. From the fashionista or quirky side, to the classic, or laid-back side, Specsavers has all the colours, shapes and styles to cover every shade of you this Summer.

With a huge collection of sunglasses available throughout the season, key shapes include easy-to-wear and classic slim vintage ovals, retro rectangular frames that evoke '90s nostalgia, and iconic round eye shapes in dynamic, geometric profiles which continue to be on-trend.

When it comes to injecting colour into sunglasses, soft and subtle tones of brown, khaki and beige are in and add a contemporary twist on the conventional neutral palette. On the contrary, the pastel trend offers a colourful and versatile palette, including a mix of understated peach, blue and delicate pinks; traditionally bold colours that are made easy-to-wear for everyone.

Specsavers Head of Frames, Juan Carlos Camargo comments, "Sunglasses might be a small accessory, but they have a large impact. A great pair of sunglasses can change your face, your style, and even boost your mood.

Now that face masks are an inevitable part of your daily wardrobe – a great pair of sunglasses are an

easy way to inject some personality onto your face. Adding accessories like frame chains, which have seen a huge resurgence over the last couple of years, is both practical and stylish and will add another element to your summer look."

"While fashionable sunnies are also practical and offer great UV protection, my advice is to go for polarised lenses. Polarising reduces sun glare and is a must for the Australian summer," said Juan Carlos.

The Spring/Summer '20 sunglasses collection is filled with Australian and international designers and Specsavers' own ranges. Highlights include exclusive ranges by Australian designers Alex Perry, Carla Zampatti, Collette Dinnigan and Country Road which perfectly capture the best of summer. Stylish shades from international designers Marc Jacobs, Tommy Hilfiger and pop-princess and Specsavers designer, Kylie Minogue offer a fresh burst of character to any summer wardrobe.

"Whatever your age, gender, face shape or occasion there is a style for every shade of you this Summer. With well-known designer brands, expert care and fit and Specsavers quality and value, (in particular if you have optical extras), finding the perfect pair of sunnies this summer is easy at Specsavers," said Juan Carlos.

Priced from \$199 for two styles, ranges will launch throughout the Spring/Summer '20 season and will be available across Specsavers stores nationwide. Prescription and non-prescription options will be available online www.specsavers.com.au

Find the perfect pair to suit all the sides of you

VINTAGE OVAL

Perfect for most face shapes, the soft oval silhouette has been a classic shape within eyewear for years. The contemporary resurgence of this shape for Spring/Summer focuses on using lighter weight frame materials, contrasting colours or accentuating the shape of the frame through finer details.

RETRO RECTANGULAR

The rectangular frame with extended profile nods to the evolving interest in noughties nostalgia. This is a versatile unisex option and an understated profile that offers a clean canvas on which to experiment with colour.

THE ROUND FRAME

Iconic vintage round silhouettes continue to be a trend, with updated renditions including lighter constructions, neutral tones and more dynamic, geometric profiles. Statement-making yet easy to wear.

THE NEW NEUTRALS

Soft and subtle tones of brown, khaki and beige are in and add a contemporary twist. These subdued colours are a contemporary embodiment of classic neutral tones, encompassing a warmer, more natural feel.

PASTEL

Muted, natural tones create a soft and versatile colour palette. The Pastel trend includes a mix of understated peach, blue and delicate pinks; traditionally bold colours that are made easy-to-wear for everyone.

For questions or product samples, please contact:

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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

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