



# Alex Perry

designed for Specsavers

MEDIA RELEASE

## Alex Perry's new eyewear collection is modern, chic and comes with a touch of bling

Alex Perry launches 12 piece eyewear collection, exclusive to Specsavers

Recognised worldwide for his cutting-edge and glamorous designs, iconic Australian fashion designer, Alex Perry has launched a new eyewear collection exclusive to Specsavers. Modern, elegant and sophisticated, the collection is made up of eight optical and four prescription sunglasses styles and is available exclusively in all Specsavers stores from 4 October.

Each frame in the collection has been designed with the modern glasses wearer in mind. Featuring defined and structured silhouettes, the Alex Perry eyewear collection stays true to the designer's revered aesthetic.

Stylistic features include twisted temples, brushed metals and Swarovski® crystal accents that subtly catch the eye and the light to ensure you get noticed for the right reasons.

Immaculately tailored, each design reflects the classic sophistication, glamour and unfailing eye for timeless chic that is synonymous with the Alex Perry brand. Soft colour palettes of rose-pink, smoky pale blue and nude have been paired with translucent crystal acetate and when juxtaposed against bold silhouettes, the frames emerge with a strong and feminine motif.

A deeper colour palette of navy blue, shiny black and rich purple tones has also been used, with many of the

frames embossed with gold-metal detailing enhanced by Swarovski® crystals to provide an alluring touch of bling the Alex Perry eyewear range is famous for.

Influenced and inspired by current trends and old-world Hollywood glamour, a distinctive flare infuses every frame, from classic shapes to statement pieces. Styles in the collection embrace a sense of fun and a playful attitude, whilst delivering on trend eyewear collection that is chic and fashion forward.

Well known for his love of glasses, long time Specsavers ambassador, Alex Perry says, "I'm really proud of this new collection, I've taken care to design something for everyone.

"Frames in the collection are versatile, offering understated sophistication for everyday wear, through to stand out pieces for exotic summer holidays or a glamorous event."

The eyewear collection is comprised of beautifully crafted shapes, combined with luxuriously sourced materials with a high-quality finish. Each frame incorporates sophisticated design details for a sharp and contemporary look.

**The Alex Perry collection available exclusively at Specsavers is priced from \$199 for 2 pairs single vision.**

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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