

Alex Perry
CELEBRATING 10 YEARS TOGETHER
Specsavers
LIMITED EDITION FRAMES



Specsavers Celebrates a Decade of Collaboration with Alex Perry

Media Release

2021 marks the 10th anniversary of the first collaboration between Specsavers and Australian fashion designer, Alex Perry. In celebration of the partnership, Specsavers will launch a limited edition Alex Perry glasses range featuring two optical and one sunglass style.

Designed by the iconic designer, the collection features timeless shapes with soft champagne acetates and striking leopard print details and draws on the DNA of previous Alex Perry glasses ranges. Describing the limited edition collection, Alex says, *"I looked to previous ranges for inspiration for this collection. I wanted to design a range that incorporated features that I know the Alex Perry customer loves – understated colours, striking accents, a bit of bling and of course a hint of animal print."*

Commenting on a decade of partnership with Specsavers, Alex still feels as passionate about the partnership as he did when he first met the team in 2011.

"10 years ago, I chose to work with Specsavers for several reasons. I loved the fact that they were a family run business with a vision to create amazing eyewear that was affordable and beautiful. I love the company values, the commitment to great design and flawless quality and the people I get to work with. A decade on, I feel like we have only just begun. The possibilities are endless when you want to make people look beautiful and feel fashionable."

Nelly Soleil, Specsavers Head of Product, says *"From the very first moment, we felt an enormous mutual respect that has developed into a professional collaboration and friendship. We couldn't have asked for a better fashion designer to partner with on our first Australian design collaboration. We wanted to offer our customers a range from a designer with a strong and recognisable local flavour and we found that in spades in Alex."*

"We're thrilled to be able to celebrate this partnership and introduce another exciting range to our stores."

What started with Alex in 2011 has continued to differentiate Specsavers as the purveyor of stylish, affordable Australian designer prescription glasses.

Over the past decade, Specsavers has collaborated with Australian designers and brands including Collette Dinnigan, Country Road, Ellery, Carly Zampatti, and several Indigenous artists in partnership with The Fred Hollows Foundation.

"We forever changed the retail landscape by doing what once was considered impossible – offering affordable eyewear, without compromising on quality or design. This anniversary milestone not only celebrates our partnership with Alex but also our rich design history and the diverse range of local and international designer partnerships we've offered our customers over the years."

"Each partnership brought something special and exciting to our customers. We look forward to bringing our customers more incredible, inspiring, and affordable glasses designs," said Nelly.

The Alex Perry Limited Edition collection will launch in Specsavers stores nationally on 7 October 2021 and is priced from \$199 for two pairs single vision.

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