

A/W '22

Media Release

Introducing the A/W '22 eyewear trends to complement your style this season.

Highlighting a return to bold frames in wearable styles, this season's key trends include tartan, soft pastels, vintage metals, super classic styles and minimalist frames.

With over 200 new frames launching throughout the season, Specsavers has a frame for you, whatever style you're channelling this season.

Featuring new styles from international designers, including Vivienne Westwood and Liberty London, this season's frames range from playful and daring to classically chic with touches of tartan, opaque colours, intricate metal detailing and modern minimalism.

Nelly Soleil, Specsavers Head of Product says "Moving towards statement pieces that express individualism, this season's range of styles will elevate any look.

"For autumn winter, we've curated a range of frames that we hope will encourage people to be playful with their glasses and their personal style.

"You can expect bold patterns, colour pops, gold metal finishes and cult classic shapes to complement the more muted colours and simple silhouettes we traditionally see throughout autumn winter."

Priced from \$149 for two pairs single vision the collection will be available throughout the season online and in Specsavers stores nationwide.

TARTAN

Tartan evolved from historic symbol of rebellion to a pattern loved by designers. A fashion chameleon that became popular in the 70's with the emergence of punk fashion and in the following years influenced all the fashion World. With its quiriness and androgyny, this pattern has become a statement piece to stay cool without trying.

SOFT PASTELS

This season, pastels have a fresh, soothing and calming effect. Easily pared with deeper, more muted colours, this soft palette provides a balanced aesthetic, making colour easy to wear and incorporate into your everyday look.

VINTAGE METAL

Vintage metal frames are about a revived retro aesthetic, styled to suit a modern sensibility. This eyewear trend sees the marriage of delicate and elegant metals with unexpected details. Each frame plays with traditional lines and blends them with unique inclusions of pearls, colour pops and intricate details that create a new distinctive style.

SUPER CLASSIC

Quality is the essence of the super classic trend. These are styles that you don't even have to think about - you just know it will be loved from one year to the next. The super classics are timeless in style and also super innovative season after season with the introduction of reinvented silhouettes, new materials and unconventional details.

MINIMAL

The minimal trend is about stripping back the unnecessary in your wardrobe, leaving only the pieces that provide you with real joy and value. Functional and stylish, these rimless designs and intricate metals are the embodiment of subtle sophistication, making bold silhouettes unconventionally easy to style.

For questions or product samples, please contact:

Hannah Keating
hannahk@ampr.com.au
+61 412 832 758

Stephanie McCormack
stephanie.mccormack@
specsavers.com

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

Specsavers