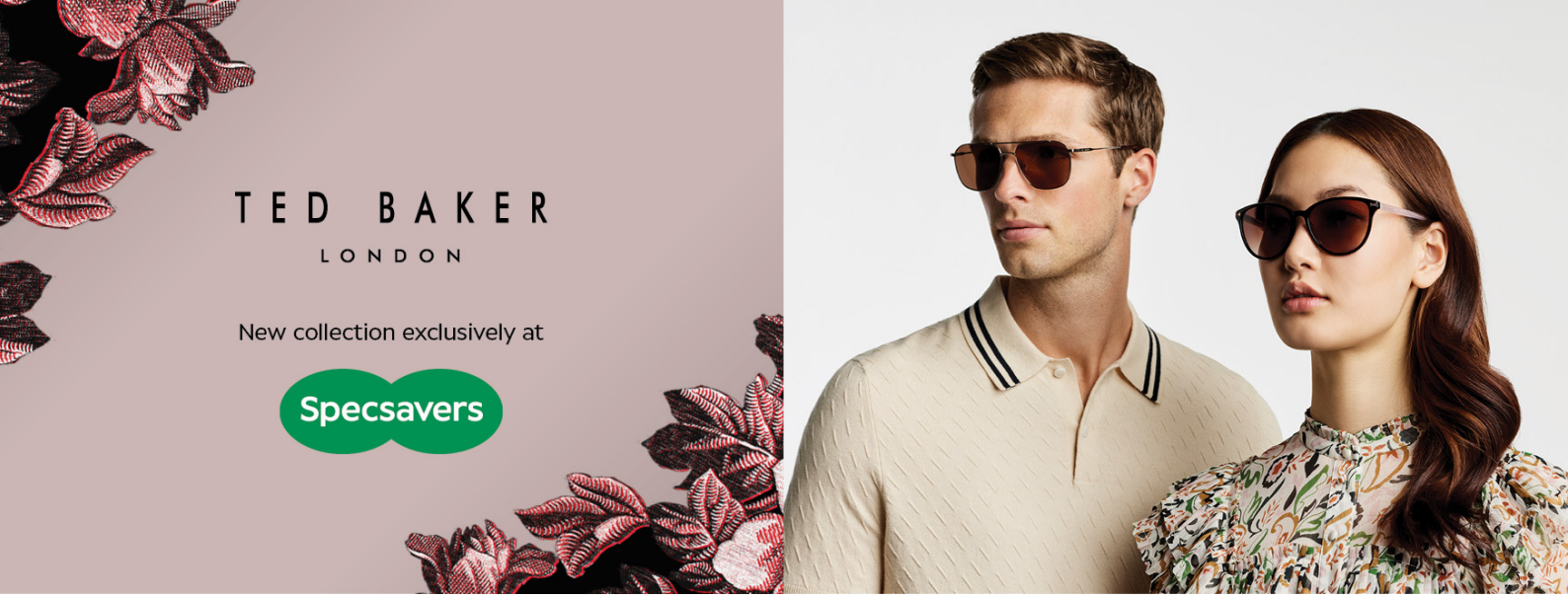

Ted Baker has arrived at Specsavers

Media Release

With exclusive prints, comprising of optical and sun frames for men and women, this long-awaited eyewear collection, exclusive to Specsavers, celebrates everything we know and love about the British heritage brand.

With exceptional attention to detail, the finest quality and distinctive, handcrafted finishes, the new Ted Baker collection is the right mix of personality and quirk, putting style firmly in focus.

Boasting both metal and acetate frames in an array of styles, there's a frame to suit every personality. Unique prints and bold colours adorn standout frames, while black with gold trim can be found on timeless classics, guaranteed to hold their own season after season. Hidden trims concealing messages add a subtle quirk, reminding us that Ted Baker eyewear is as inventive and original as the wearer.

Nelly Soleil, Head of Frames and Merchandising Product at Specsavers Australia and New Zealand, said: *"We are thrilled to be launching the Ted Baker range in our stores nationally. The goal was to offer a frame to suit every personality and we are sure we have achieved this thanks to the exceptional attention to detail that the Ted Baker brand is known for. We love to bring our customers incredible, inspiring and affordable glasses through our designer collaborations, and this new range from Ted Baker certainly delivers on this promise."*.

Speaking about the range, Anthony Cuthbertson – Global Creative Director at Ted Baker said: *"Ted Baker is synonymous with its use of print and we have leveraged this in our eyewear collection to develop a product which is equally as joyful and whimsical as our clothing ranges."*

"Specsavers is a trusted retailer renowned globally for its high-quality eyewear and designer portfolio and, as a distributor, has sufficient reach to ensure our beautiful glasses can be made available to as many people as possible. We are delighted to be partnering with them to bring our eyewear collections to Australia and New Zealand," Cuthbertson continued.

Highlights in the women's range include Ted Baker's signature floral prints while the men's range leans into geometric and graphic patterns designed to surprise and delight the wearer.

"Ted Baker is a British lifestyle brand that doesn't take itself too seriously, and it's this unique approach to life that sets us apart from others. We celebrate the unexpected in the everyday, have an unwavering eye for the finer details and seek to create joy in everything we do. Having grown steadily from our origins as a shirt specialist store in Glasgow in 1988, we are now a truly global brand preparing to celebrate our 35th anniversary next year." Anthony Cuthbertson

The Ted Baker collection will launch in Specsavers stores nationally on 11 August 2022 and is priced from $199 for two pairs single vision.

WOMEN'S HERO FRAMES

TED BAKER 01

This easy to wear frame combines nude pink and black for a striking contrast. The floral pattern on the inside temple and subtle gold detailing on the hinges is unmistakably Ted Baker.

TED BAKER SUN RX 01

A summer classic in gorgeous black and crystal pink combination. Finished beautifully with gold bow detail and Ted Baker logo.

MEN'S HERO FRAMES

TED BAKER 14

A classic deep rectangle frame in striking navy with subtle hints of tort and yellow that add a surprising pop of colour.

TED BAKER SUN RX 06

A gunmetal aviator with embossed logo detailing on the double bridge for that element of surprise. The etched temples are a nod to Ted Baker's attention to detail while the tort temple tips ensure superior comfort.

ABOUT TED BAKER

Ted Baker is a global fashion and lifestyle company born in the UK, known for its clever, yet subtle, attention to detail and colourful prints, blending traditional and contemporary influences. Having grown steadily from its origins as a specialist shirt store in Glasgow in 1988, the brand now offers a broad assortment of womenswear, menswear, footwear, and accessories and has over 400 locations worldwide.

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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.

Specsavers