



Specsavers

adidas Originals Eyewear Exclusive At Specsavers

Specsavers is proud to include among its lines the new adidas Originals eyewear collection: the intersection of sport and street style seen through the lens of culture.

Launching early June 2023, our selection of 13 optical frames and three sunglasses perfectly encapsulates the casual fashion and heritage values of adidas Originals. The range joins the 13 optical frames and three sunglasses of the exclusive adidas Sport Eyewear range also making its debut in Specsavers stores this month.

Drawing on the collective expertise of adidas designers and Specsavers frame developers, the range is produced and distributed by Marcolin, a worldwide leader of the eyewear industry.

All adidas Originals frames are priced at \$199 and come with a coveted adidas-branded case. Developed for everyday activities, each style easily adapts to different personalities, resulting in a collection with logos, colours, and unisex shapes that authentically represent the brand DNA.

Originals blue and Stan Smith green stand out in contrast with handcrafted crystal bio-acetate frames. Other key details include eye-catching gold foil logos on classic black frames and laser-engraved two-tone temple

detailing. This collection will definitely appeal to young consumers and fashion mavens.

Yuen Sum Cheung, Head of Frame Development at Specsavers, said: *"We are delighted to announce the global launch of our latest designer eyewear brand with the iconic sportswear brand adidas. Celebrating the coming together of two distinct brands appealing to distinct customers who enjoy expressing their individuality through their personal style. Taking cues from urban street style the collection incorporates the brand's instantly recognisable colour palette, featuring modern silhouettes and iconic adidas branding."*

Commenting on the collection that launches in 2023, Alessandro Beccarini, Style & Product Development Director at Marcolin, said: *"This partnership is a big showcase for the adidas Originals Eyewear collection, and we look forward to spreading the street culture and DNA of the Brand, sharing values of creativity and authenticity. This collection respects the core values of the brand, as it is dynamic, playful, and innovative."*

The adidas Originals collection launches in all stores nationwide and online at www.specsavers.com.au on June 1.

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.