



Specsavers

Exclusive adidas Sport Eyewear Range Launching at Specsavers

Specsavers is thrilled to add the exclusive eyewear collection of adidas, the world-renowned sportswear brand, to its portfolio.

Innovative manufacturing techniques and high-quality materials have created a lightweight and comfortable range of active eyewear reflecting adidas' distinctive style.

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.

The 13 optical and three sunglasses are priced from \$199 and come with a coveted adidas branded case. They join the 13 optical frames and three sunglasses of the exclusive adidas Originals Eyewear range also making its debut in Specsavers stores early June.

The collection was developed to meet the high expectations of both adidas and Specsavers customers. Key design features include signature double-injected rubber temples and in-mould temple tips for added grip, durability and comfort. Thanks to the design benefits of lightweight hinges and integrated springs, the frames are made to last.

Yuen Sum Cheung, Head of Frame Development at Specsavers, said: *"We are delighted to announce the global launch of our latest designer eyewear collection with the iconic sportswear brand, adidas. Celebrating the coming together of two distinct brands appealing to distinct customers who lead an active life-style. Incorporating the brand's instantly recognisable colour palette and de-sign details with leading technology to reimagine traditional sports style, we developed a sleek collection with comfort at its core, suitable for the every-day wear."*

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 Sport Eyewear collection, and we look forward to spreading this new sport-inspired range. Innovative manufacturing techniques, performing materials and lightness characterise the adidas Sport Eyewear styles. The frames were designed to provide an extremely comfortable fit for superior vision and lens protection."*

The adidas Sport launches in all Specsavers stores and online at www.specsavers.com.au on June 1st.

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.