



# MIMCO

NOW FOUND AT

Specsavers

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**MIMCO NOW FOUND EXCLUSIVELY AT SPECSAVERS**

## Eyewear Range Launch

Specsavers is proud to announce its latest brand collaboration, bringing the beautiful designs of Australian accessories brand, Mimco exclusively to its customers. The collection features 13 optical frames and seven sunglass styles, designed for those who value individuality, style, and quality craftsmanship.

Over the past decade, Specsavers has collaborated with Australian designers and brands including Collette Dinnigan, Country Road, Kylie Minogue, Carly Zampatti, Ellery, Alex Perry and several Indigenous artists in partnership with The Fred Hollows Foundation. This collection marks the newest Australian brand to join the Specsavers portfolio since Carla Zampatti in 2017.

Specsavers Head of Product Heather Murphy is thrilled to welcome Mimco Eyewear into the Specsavers brand portfolio. "As a renowned Melbourne-based brand known for its impeccable design aesthetics and seasonal collections, Mimco Eyewear embodies our shared vision of offering affordable and fashionable eyewear that celebrates individuality, self-expression and timeless design."

"Specsavers is committed to supporting local design, so it absolutely made sense for us to collaborate with Mimco. We currently work with a number of Australian brands, and designers, and we are so proud to add Mimco to this list of valued partners".

Focusing on stylish, modern shapes within the range, the frames are also partially crafted from bio-based acetate called Acetate Renew, which is more environmentally friendly than traditional or standard bio-based acetate.

Proud of its rich Australian heritage, Mimco has been sketching and designing in Melbourne since beginning in 1996. With the aim to create stylish accessories that balance timelessness with a unique twist, Mimco is fashionable yet

fun, sophisticated yet statement-making (and always with an element of surprise).

"Design-led craftsmanship and quality is at the heart of everything we do here at Mimco." says Mimco Head of Design, Lisa Tyler. "We are delighted to bring this to life in our new partnership with Specsavers. The upcoming collection really showcases our heritage rich in creativity and design, bringing customers unique pieces that deliver the effortless style they have come to expect from Mimco." Tyler continued.

Mimco's of-the-moment pieces carry into the Specsavers Mimco Eyewear collection. Highlights of the range include an iconic cat-eye sunglass style (Mimco Sun RX 05) featuring a layered acetate design inspired by Mimco's iconic webbing bag straps. This distinctive touch, combined with oversized branding, ensures that these sunglasses are set to become the must-have accessory for fashion enthusiasts everywhere.

Each frame showcases stylish acetates and modern shapes. With attention to detail and impeccable craftsmanship, these frames will elevate any look, adding a touch of sophistication and flair.

Specsavers Mimco Eyewear collection is available in-store and online from 10 August 2023 with prices starting from \$199AU for two pairs single vision.

**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.*