



COLLETTE DINNIGAN CELEBRATES 10 YEARS OF COLLABORATION WITH SPECSAVERS

## Limited Edition Eyewear Range Launch

2023 marks 10 years since the first collaboration between Specsavers and renowned Australian fashion designer Collette Dinnigan. To celebrate the partnership, Specsavers has launched a limited edition range of Collette Dinnigan eyewear featuring one optical and two sunglass styles.

Inspired by life on the Italian Riviera, the collection offers timeless elegance with art deco touches. The glasses feature bold, oversized frames and embellished details, including Collette Dinnigan's recognisable bee motif on the temple tips.

The Specsavers x Collette Dinnigan 10th anniversary collection is as much a celebration of the past as a look towards the future. Representing an exciting era for the partnership, this limited edition collection is for the fashion forward, embracing statement designs, jewelled details and oversized styles.

Speaking about the milestone, Collette Dinnigan says; "We embarked on the partnership at a time when I was looking to take my style expertise in different directions. When Specsavers approached me, I was drawn to the idea of taking something so practical and making it beautiful. And to be still working so successfully together ten years later, is true testament to the partnership.

"Over the time, I have designed frames for both women and children and have been in constant pursuit of staying true to my design DNA while pushing the boundaries of style. We've worked really hard to achieve the highest quality, and more recently put the focus on sustainability which is something I have always been passionate about. I love that I can add a touch of luxe to an outfit via what is for many Australian women, a necessary item to see clearly!"

Heather Murphy, Head of Frames & Merchandising at Specsavers commented on the collaborative nature of the partnership; "Working with Collette for the last decade has

been an absolute joy for the team at Specsavers. We have worked closely with her on every element of every frame and have been constantly impressed with her hard work and passionate attention to detail. We've been so lucky to be able to draw on her vast fashion archives and travels for inspiration for each collection."

Working towards creating more sustainable products has also been a key focus for the partnership, Heather commented; "We've been on a journey together to improve our products from a sustainability perspective. The acetate that has been used in this limited edition collection is renewed which contains certified recycled and bio-based content and has a lower carbon footprint than conventionally produced acetate."

Over the past decade, Specsavers has collaborated with Australian designers and brands including Alex Perry, Country Road, Kylie Minogue, Carla Zampatti, Ellery and several Indigenous artists in partnership with The Fred Hollows Foundation.

"Partnerships with designers of such a high calibre like Collette have helped us to forever change the retail landscape by allowing us to offer affordable eyewear, without compromising on quality or design – something that was once considered impossible," concluded Heather.

The Collette Dinnigan Limited Edition collection will launch in Specsavers stores nationally on 28 September 2023 and is priced at \$199 for two pairs single vision.

### For questions or product samples, please contact:

**Lily-May McBain**  
lilymay@ampr.com.au  
0406 692 200

**Emma Lomas**  
emma@ampr.com.au  
0498 174 774

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