



Media Release | November 2023

Bold colours and oversized frames make a statement at Specsavers this Summer.

Specsavers' eyewear range for Spring/Summer '23 invites glasses wearers to play with new shapes and daring colours with statement-making frames for every style.

With Summer on the horizon, Specsavers' new collection of sunglasses will have glasses wearers spoiled for choice. The collection of new, trend-focused frames features styles from designers like Mimco, Deus, Marc Jacobs and Alex Perry.

Inspired by exciting new colourways, futuristic design and a few updated [classic sunglasses](#), summer is shaping up to be anything but boring. Specsavers is bringing playful styles to the front with bright and bold pops of colour for any outfit.

This year's range is brimming with bulky acetates, playful colours and androgynous designs while embracing and updating timeless silhouettes of the past with classic [cat eye sunglasses](#) and oval shapes in updated tonal colour palettes.

Nelly Soleil, Head of Frames and Merchandising at Specsavers explains how the range came together; *"These frames have been heavily influenced by what we know our customers love, as well as the latest colour and style trends from around the globe. We are so excited to launch these new frames to our customers and can't wait to see them styled in the wild."*

"With the addition of Mimco to our ANZ designers this year as well as new launches from Country Road, Collette Dinnigan and Alex Perry, Specsavers has something for everyone," concluded Nelly.

Specsavers

For questions or product samples, please contact:

Lily McBain
lilymay@ampr.com.au
+61 406 692 200

Stephanie McCormack
stephanie.mccormack@specsavers.com
+61 477 279 700

MODERN Y2K

With Modern Y2K sunglasses, Specsavers is welcoming back the era of wraparound sunglasses, sporty silhouettes, and futuristic designs through a 90's lens.

Taking inspiration from the Y2K aesthetic and late 90's grunge scene, this collection of unique geometric shades in moody transparent colours make for a collection of unique statement frames.

Futuristic design touches and metallic finishes are a subtle homage to sci-fi and cyber streetwear which have been artfully paired with modern colourways bringing these styles firmly into 2023.

ICONS ONLY

Embrace your inner style icon with these flattering and statement-making Icon sunglasses. This trend sees classic eyewear meet avant-garde styling. Updated styles include oversized aviators, colourful cat-eyes and exaggerated oval sunglasses in rich tonal-colours to bring the icons of the past into the present.

This collection pays tribute to iconic pop culture style references from Audrey Hepburn, Elton John, Harry Styles and Kurt Cobain to Willy Wonka and Top Gun, so everyone can look like a star this summer.

THE CLASSICS

These go-to frames for the summer feature essential styles that never date. This season, Specsavers has enhanced your favourite styles with easy to wear pops of colour to wayfarers and classic round styles.

This collection of styles will outlive trends so glasses wearers can continue to re-wear and recycle sunglasses from season to season. Perfect for making a statement while staying true to your own style, these frames can be added seamlessly to any outfit.

Priced from \$149 for two pairs single vision the collection will be available throughout the season online and in Specsavers stores nationwide.