



It could only be...

**Barbour**

**Specsavers**

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## British heritage brand Barbour launches new collection at Specsavers

Specsavers welcomes Barbour into its growing brand portfolio with a collection of optical glasses from the iconic British heritage lifestyle brand.

With a fresh twist on classic shapes, the collection is inspired by Barbour's modern countryside style and features colours and patterns inspired by the great British outdoors.

The Barbour story began in 1894 in the coastal town of South Shields in the North East of England when founder John Barbour began selling oilskins to the mariners and fishermen to protect them from the worst of the British weather. Today, Barbour is a 5th generation family-owned global lifestyle business providing outerwear, clothing, accessories and footwear for men, women and children and remains true to its founding values of quality, durability, attention to detail and fitness for purpose.

The new Barbour eyewear collection is inspired by the iconography of Barbour's renowned wax jackets through the understated use of tartan and houndstooth prints and a variety of timeless eyewear shapes, including the square and round metals.

**Specsavers Head of Frames, Nelly Soleil** is excited for Aussies to experience the quality and style of Barbour at Specsavers.

*'The new Barbour range delivers premium, on trend, durable and beautifully crafted frames that you'd expect from two brands with over 126 years of combined style heritage between them.'*

*'The collection of frames, much like Barbour's own brand ethos, is fit for purpose, timeless and transcends fashion providing the wearer with a unique pair of frames to take them seamlessly from the rush of the city to the calm of the country.'*

**David Godfrey Regional Manager Distributor Markets, EMEA & Licensing, Barbour:** "We are delighted to partner with Specsavers on this eyewear collection which perfectly captures the heritage of Barbour. It incorporates our classic British style in textures and patterns synonymous with Barbour, reimagined for everyday wear from the city to the country."

The Specsavers Barbour collection is available in-store and online from 8 February 2023 with prices from \$299 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.