



florence
by mills™

Specsavers

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Specsavers and Millie Bobby Brown join forces to launch 'florence by mills' optical frames collection

Today, Specsavers has announced its latest partnership with British actress and creator of the florence by mills beauty and skincare collection, Millie Bobby Brown, revealing an exclusive line of optical frames.

Only available at Specsavers, the florence by mills range includes 12 new optical frames, each taking inspiration from the beauty brand's self-love ethos and Millie's own authentic style.

The collection is heavily influenced by the natural world, featuring ocean-inspired waves, curves and organic temple shapes, complemented by crystal colours. Combining matte and high-gloss textures, the collection incorporates bevels and crystals with milky acetates and uplifting pops of pastels.

Each frame perfectly encapsulates the beauty brand's passion for self-expression, with feminine, colourful, everyday designs that are a playful addition to any wardrobe and designed to make people feel comfortable, cute and confident in whatever they wear.

Commenting on the new collection, florence by mills founder, Millie Bobby Brown said: "florence by mills is a huge passion project of mine – our brand is all about confidence, inclusivity and self-love, so we were thrilled to be able to collaborate with Specsavers to design and create a collection that captures our ethos so perfectly.

It was so important to me that each piece of the line allows wearers to express themselves, celebrate their individuality and feel confident and free in their own skin. I'm so excited to finally be able to share the range and I hope you love wearing the pieces just as much as I do."

Specsavers Head of Frames, Nelly Soleil: "We are absolutely delighted to launch our latest collaboration, florence by mills eyewear collection and welcome a fresh addition to our designer portfolio.

The collection encapsulates positivity and self-expression, and we're excited to see our customers experiment with pops of colour, mixed textures, and playful frames to find a style that suits them, allowing them to express their individuality and unique style."

All frames in the florence by mills collection are priced from \$199. Available now in Specsavers stores nationwide and online at [Specsavers.com.au](https://www.specsavers.com.au)

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.