



## Specsavers launch set to make a splash this summer.

Specsavers' sunglass range for summer '24 is full of energy, fun and life. With a range of colours and styles, this new release encourages wearers to have fun selecting their summertime frames. After all, this is the best season to experiment.

Inspired by current fashion trends and timeless classics, this launch presents chunky acetates and supersized frames which continue to dominate sunglasses trends.

Exclusively available at Specsavers, this range includes styles from designers such as Collette Dinnigan, Alex Perry and Carla Zampatti.

With a range of new designs, Specsavers have the perfect summer eyewear rotation for wearers to complete any look.

Commenting on the new collection, Nelly Soleil, Head of Frames ANZ said "The popularity of eyewear as accessories is growing every day. We are seeing our favourite celebrities and influencers incorporating them into their everyday routines.

Drawing inspiration from the 1960s and 70s we have used a range of chunky acetates to modernize classic shapes and gender-neutral designs in both bold and neutral tones.

It was a lot of fun to curate this collection of sunglasses, and we hope that our customers will love experimenting and making a statement with these quirky styles that are ideal for a daring summer look."

Priced from \$199, the range is available in store and online at Specsavers.

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

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### COOL AND CLASSIC

In an era of constant change, we must embrace the simplicity and versatility of enduring classics. After all, some things never go out of style.

Anticipate the return of eyewear styles that gained popularity in the 1960's and 70's. Highlighting those decades where bold and statement making glasses were trendy. Expect oversized, cat eye and round frames which continue to influence the modern era.

The use of gentle tones make each frame super versatile meaning they can be styled again and again with any outfit.

### BOLD AND COLOURFUL

Geometric shapes continue to dominate eyewear trends, evolving beyond hexagons to incorporate playful angles and softer lines within the same frame. This trend, once primarily seen in metals, now embraces acetate, offering a fun and playful twist on geometric eyewear designs.

From serene blues to delicate pinks this launch is incorporating transparency into fashion.

Expect to see oversized retro frames which have been modernised using trendy colour palettes and chunky shape designs made in the translucent acetate to give them a clean feel.

Thanks to their chunky acetate material, these frames paint a picture of calm amidst the chaos whilst reflecting fluidity of contemporary trends.

**Specsavers**