Media Release | July 2026

Specsavers' new Bluey frames are set to be the talk of the playground.

Specsavers is excited to announce the launch of its brand-new Bluey range, inspired by the world of Bluey. The cheerful collection features four children's frames, created in collaboration with BBC Studios and Ludo Studio, the makers of the globally celebrated animated TV hit.

The frames come in a mix of vibrant colours, including pink, green and the iconic shade of Bluey blue. Each pair features character artwork of Bluey, and some designs include her sister Bingo too!

The glasses are designed to feel light and comfortable on little faces, combining everyday durability with a style kiddos will genuinely enjoy wearing.

Nelly Soleil, Head of Frames at Specsavers says, *"Bluey is a much-loved part of family life, and this collaboration allows us to translate that joy into eyewear that children are excited to wear. By combining imaginative design with trusted eyecare, we're helping kids feel comfortable, confident and supported in seeing the world more clearly."*

Sharon Wilson, Director of Brands & Licensing at BBC Studios ANZ says, *"Bluey resonates with families by celebrating play and everyday moments, so we're delighted to partner with Specsavers to share that connection.*

These frames capture the fun and warmth of the series in a way that feels both practical and exciting for kids. We're confident this collection will be a hit with little fans."

The new Bluey collection will be available at Specsavers in Australia and New Zealand from Thursday 9 July 2026.

Bluey 01 | From $199

Bluey 02 | From $199

Bluey 03 | From $199

Bluey 04 | From $199

Specsavers

About Bluey

The series follows Bluey, a lovable, inexhaustible Blue Heeler dog, who lives with her Mum, Dad and her little sister, Bingo. Bluey uses her limitless energy to play games that unfold in unpredictable and hilarious ways, bringing her family and the whole neighbourhood into her world of fun.

Bluey is produced by Ludo Studio for ABC KIDS (Australia) and co-commissioned by ABC Children's and BBC Studios Kids & Family. Financed in association with Screen Australia, Bluey is proudly 100% created, written, animated, and post produced in Brisbane Queensland, Australia, with funding from the Queensland Government through Screen Queensland and the Australian Government.

In Australia, the show is broadcast on ABC. The series airs and streams to U.S. and global audiences (outside of Australia, New Zealand, and China) across Disney Channel, Disney Jr., and Disney+ through a global broadcasting deal between BBC Studios and Disney Branded Television.

Bluey
Website | Facebook | Instagram | TikTok | YouTube

About Ludo Studio

Ludo Studio is a BAFTA, multi-Emmy® Logie and Peabody award-winning Australian studio and one of TIME's Most Influential Companies of 2024, that creates and produces original scripted drama, animation and digital stories that are authored by incredible local talent, distributed globally and loved by audiences everywhere. ludostudio.com.au

About BBC Studios Brands & Licensing

The BBC Studios Brands & Licensing division is the driving force in extending BBC Studios IP through innovative brand extensions, fostering deep fan engagement worldwide. Partnering our iconic brands - including Doctor Who and Bluey - with the world's biggest brands, promoters, and publishers, ignites the imagination of fans and creates memorable brand-fame moments. Our diverse portfolio spans consumer products, live entertainment, gaming, and publishing, while BBC Studios Digital drives over 1 billion views per month, offering advertising and branded content opportunities. Supported by award-winning teams, we focus on finding visionary opportunities to enhance global brand impact and digital growth.

BBC Studios
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