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New Country Road Collection Designed to Elevate the Everyday

Specsavers and Country Road are launching the most significant refresh of the collaboration since the iconic Australian brand launched at Specsavers 16 years ago.

The collection features 11 new women's styles and seven new men's styles bringing the total Country Road range to 32 frames, including optical and sunglasses.

The new Country Road collection reimagines classic shapes with refined finishes, balancing timeless styles with a modern sensibility. The range is designed to be versatile and effortless for everyday wear.

Lightweight metal frames with sleek finishes and gentle curves sit alongside geometric designs crafted from warm translucent acetates, creating a modern and refined aesthetic. Softly sculpted silhouettes offer a balance of statement styling and everyday wearability.

Country Road delivers timeless Australian style that's designed for life and made to last. With over 50 years of brand heritage and trust, Country Road is Australia's favourite lifestyle brand.

Developed in close collaboration with Country Road, the updated eyewear range captures the brand's iconic style while drawing on Specsavers' expertise, resulting in designs we know will resonate with customers.

Specsavers Head of Frames, Nelly Soleil is thrilled to launch the newest Country Road collection to customers.

"Having launched our first collection 16 years ago, and as one of Specsavers first Australian designer partnerships, we are so excited to continue to evolve the frames to meet the changing tastes of our customers.

Working so closely with Country Road on this refresh meant we were able to create a new range of frames that are perfectly complementary to existing styles that remain popular with our customers."

"Eyewear is such an important part of personal style, so we wanted this collection to feel distinctly Country Road while giving customers something fresh. We've taken the simplicity and considered approach that underpins our design philosophy and translated it into frames with a strong sense of proportion, subtle detailing and an understated confidence" says Jessica Poynter, Head of Design (Accessories) at Country Road

Country Road is part of a celebrated lineup of exclusive Australian designer partnerships at Specsavers, including Alex Perry, Christopher Esber, Mimco, Carla Zampatti and Collette Dinnigan.

Available from 8th October 2026, the new Country Road collection is priced from $199 and is available in Specsavers stores across Australia and online at Specsavers.com.au.

For more information, please contact:

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