



VIKTOR & ROLF

Viktor&Rolf Vision launches eyewear collection exclusively at Specsavers

The iconic Dutch fashion designer brand Viktor&Rolf has unveiled their latest eyewear collection exclusively at Specsavers, available for consumers in all stores from 26 September. The collection consists of twelve optical and three sunglasses frames for both men and women.

Collection

The collection is a manifestation of Viktor&Rolf's signature elements and features modern designs that are brought together by a luxurious colour palette such as warm burgundy, hyacinth, bright yellow, gold flakes and polished metallic tones, and rich materials, each with their own distinct look but still very true to Viktor&Rolf. The brand is known for creating unique conceptual and avant-garde designs. In the new collection, masculinity and femininity come in equal doses, while shapes are reinvented.

Inspiration

The collection is designed with the following three themes in mind: patchwork story, sculptural story and evening story. All three of these themes have a clear connection to the Viktor&Rolf design aesthetics and brand values; unexpected elegance, conceptual glamour and provocative couture.

The patchwork pieces include frames with a laboration of inner and outer frame shapes to create the look of two frames patchworked together.

These frames are all about contrasts, so the combination of thin rimmed fronts and chunky contrasting temples is a common thread throughout the patchwork theme. For the sculptural pieces, Viktor&Rolf have played around with shape and proportion to design a selection of frames with pinched acetate and metal detailing where it's all in the details. This is reinforced by the metal Flowerbomb detail on the front or tip-end of each frame, an ode to their world-famous fragrance. The evening piece is a very special one, as it is the designer's interpretation of the 'day-to-night' concept and one can truly transform one's day-look into an evening-look by clipping on a glamorous Swarovski crystals detail to one's glasses.

As part of the eyewear collection, Viktor&Rolf have designed a case that mimics the shape of the Flowerbomb as well as cleaning cloth that is very reminiscent of the iconic fragrance.

Collaboration

"Working on this collection, has been a great experience. It has allowed us to push the boundaries in optical trends, just as we have always done for the garments we create. Everyone in the Viktor&Rolf Vision team is really excited to release this collection at Specsavers and sees this as the start of a wonderful future for the Eyewear," according to Viktor&Rolf.

Specsavers head of product and design, Juan Carlos Camargo says, *"The team at Specsavers feel very privileged to launch this fantastic collection and to work with Viktor&Rolf. The Viktor&Rolf brand continues to achieve phenomenal success on the global stage, and we are proud to be able to bring this beautifully designed eyewear range to our customers at an accessible price."*

The new Viktor & Rolf Vision range will launch in Specsavers' stores nationally on Thursday 26 September 2019 and is priced at \$459 for 2 pairs single vision.

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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

