



Shades of Summer

MEDIA RELEASE

Specsavers Spring/Summer '19 Sunglasses Collection Unveiled

Featuring the largest sunglasses range launch in New Zealand, Specsavers has unveiled the key sunglasses looks for Spring/Summer '19.

The Spring/Summer '19 collection was unveiled by Stig Engelbreth Hansen, the Global Head of Product Design for Specsavers who explained "Over the past few years, we've seen sunglasses get a complete makeover and this season they're going from a supporting to a starring role. We are seeing customers moving away from more functional styles to more statement-making pieces that express individualism."

With over 100 sunglasses launching throughout the season, key trends include XL oversized square frames, cat-eye sunglasses with sharp angles and acetate colours in shades of pink and rich and earthy browns.

"Vintage inspired, the return of oversized square frames is both glamorous and statement-making. Practical and trendy, these frames are ideal for the summer months, offering protection from the sun's rays. The classic cat-eye is also getting a funkier look this season. A fashionable favourite for decades they aren't going out of style any time soon. A cat-eye pair of sunglasses will always have you looking stylish by the pool or on the beach," commented Stig.

The Spring/Summer '19 sunglasses collection is filled with designer collaborations and Specsavers' own ranges. Highlights include a feminine take on the XL oversized square trend from Australian designer Carla Zampatti. Sunglasses ranges from Australian designers Kym Ellery, Alex Perry and Collette Dinnigan showcase the best of the summer trends. While pop princess and Specsavers designer, Kylie Minogue, will also be launching a new range which features a pair of retro cat-eye shaped sunglasses in black with glitter cut-out detail.

Joining the Specsavers designer portfolio are Dutch duo Viktor&Rolf who will launch three sunglasses styles as part of their new exclusive collection, coming soon to Specsavers. Expect a collection that is a manifestation of Viktor&Rolf's design aesthetics and brand values; unexpected elegance, conceptual glamour and provocative couture.

"When it comes to choosing sunglasses, my tip is to find the right ones for you and your wardrobe and then make them work with your individual style. Sunglasses might be a small accessory, but they can have a large impact on your look.

While fashionable they are also practical and offer great UV protection. Lastly go for polarised lenses, it's an option you'll want: Polarising cuts the glare and is a must for the Australian summer," said Stig.

Priced from \$299 for two styles, ranges will launch throughout the Spring/Summer '19 season and will be available online and across Specsavers stores nationwide.

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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.