



Alex Perry

Men

MEDIA RELEASE

The new Alex Perry Men eyewear collection has a stylish edge that you are sure to love

Alex Perry releases new sunglasses styles for men ahead of summer

Iconic fashion designer and long-time Specsavers ambassador, Alex Perry has launched a new eyewear collection for men that has an edge of street mixed with a stylish sophistication that you just can't go past. Launching 4 October and made up of four prescription sunglasses, the styles arrive in store just in time for summer.

The Alex Perry Men eyewear collection offers contemporary updates to classic styles such as the Aviator, Clubmaster and bold oversized frame, with an Alex Perry twist that we all know and love. Standout features in the collection include a heavy tortoiseshell brow bar, gold rims encased within an acetate chassis, along with satin gold metal temples that glint in the light.

With a colour palette comprising khaki, gold, tortoiseshell and black, the Alex Perry Men eyewear collection is urban, modern and versatile, with quality in the heart of the designs.

Speaking about his new eyewear range, Alex says "When I'm designing for men, it's a completely different process -

I'm thinking about what stands out as an interesting shape that I would wear myself and would that style make a solid addition to my wardrobe."

Commenting on the inspiration for his collection Alex says, "My designs are inspired by my surroundings - my travels, the sights and the various people I meet along the way. I really enjoy speaking with glasses wearers to find out exactly what they are looking for in a frame.

"Glasses are the ultimate accessory and are a perfect addition to complete your entire look. I'm always looking to push the boundaries to see what I can do next in the eyewear space and I'm loving these new designs in my new collection," Alex says.

The Alex Perry Men eyewear collection arrives in store coinciding with the eight optical and four prescription sunglasses for women. Priced from \$299 for 2 pairs single vision, the Alex Perry range is available exclusively at Specsavers.

Media Contacts

Katy Hughes
kathy@
thisismango.co.nz
09 306 0932

Jessica Crosswell
jessicac@
thisismango.co.nz
09 306 0962

Anri McHugh
anri.mchugh@
specsavers.com
+ 61 (0) 3 9091 8950

Georgina Dawson
georgina.dawson@
specsavers.com
+ 61 (0) 3 8532 8669

*Prices correct at the time of distribution. Frames available while stocks last. *All glasses are priced complete with single vision lenses