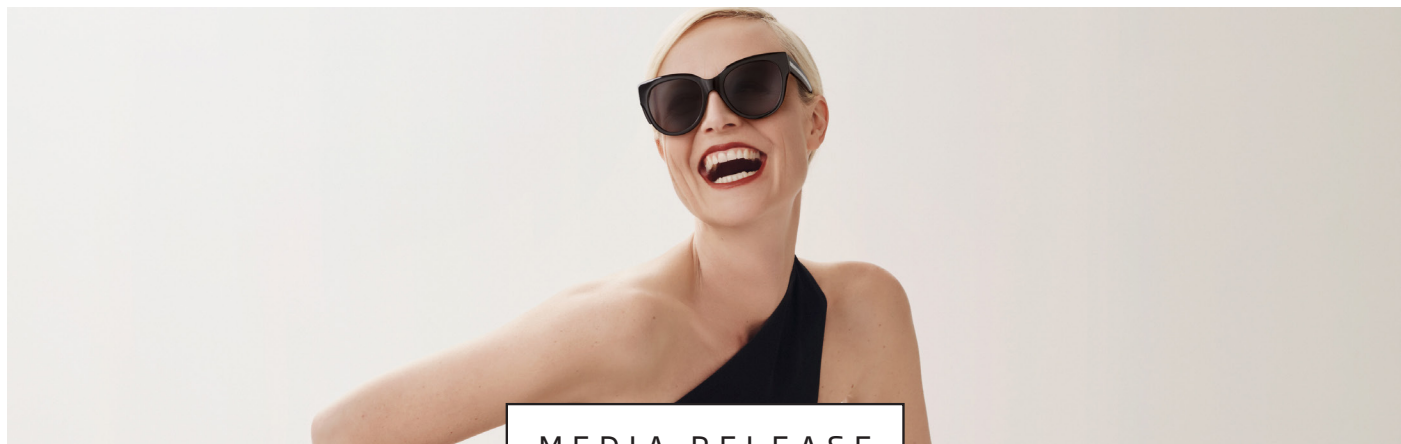




carla zampatti



MEDIA RELEASE

## Carla Zampatti's new eyewear collection is luxurious, elegant and steeped in quality and style

Carla Zampatti releases nine eyewear styles in her second collection, exclusive to Specsavers

Continuing to create high end fashion with her distinct signature aesthetic, Carla Zampatti releases nine elegant glasses styles in her second collection exclusive to Specsavers. Available in all stores nationwide from 25 October, the collection is comprised of three optical frames and six prescription sunglasses, all made with the modern woman in mind.

With an eye for aesthetics, the latest collection from the Italian-born businesswoman has an understated sophistication that appeals to the stylish woman. Featuring opulent, luxurious and elegant designs, paired with uncompromised quality, the collection encapsulates the brand's DNA and exudes the confidence and style that is synonymous with the Carla Zampatti brand.

The collection is versatile, offering a combination of fine, delicate and slimline designs, juxtaposed against bold silhouettes that command attention. A pink tinted aviator-inspired frame, an oversized round eye and a striking black and white striped cat's eye design are bold additions to the collection.

Using a mix of metal and acetate materials, the collection features fine details with the use of gold and brushed metal accents, along with interesting applications of crystal and pearl acetate that will allow the wearer to truly stand out from the crowd.

Describing the range, Carla says "My new eyewear collection is made up of iconic designs from the past,

that have been created with a modern interpretation to see an elegant collection that I would wear myself.

"When creating new designs, it's important to have enough of a variety that you can wear it to a number of occasions and that's why there are some statement pieces in my new collection, mixed in with some classic styles." Carla knows the value of a quality pair of glasses. Due to a sensitivity to glare following cataract surgery, Carla is never seen without her glamorous sunglasses, even in doors.

Commenting on her love of eyewear, Carla says "Everyone knows that I can't go anywhere without my sunglasses. Whatever I'm wearing, a stylish pair of glasses will always be included to finish off the look and complete the outfit.

"I think it's important for a woman to feel confident in her style. When a woman feels confident and when she knows she is looking her best, she is ready for anything and she can take on the world," Carla continues.

Head of Frames at Specsavers, Juan Carlos Camargo says "The new collection features stand out designs that we're confident will be really popular this season. Steeped in quality and style, Carla Zampatti's sophisticated designs have been transformed into a timeless eyewear collection that glasses wearers are sure to love."

**Launching in all stores across New Zealand from 25 Oct, Carla Zampatti eyewear is exclusive to Specsavers and is priced from \$299, two 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