



· ELLERY ·



MEDIA RELEASE

The new ELLERY eyewear collection is contemporary and effortlessly chic

Exclusive to Specsavers, ELLERY launches 10 statement frames set to transform your wardrobe this season

Specsavers announces the newest instalment of ELLERY eyewear set to unveil exclusively in store 4 October. Featuring six optical frames that are complemented by four bold sunglass styles, the collection is contemporary, structured and here just in time for the season change.

The range presents modern classic designs with unique updates for those who value artisan-like quality, masterful silhouettes and unexpected details.

Playing with a mixture of light and dark tortoiseshell and translucent applications, the range features a sophisticated colour pallet of champagne, jet black and crystal.

The eyewear range pays homage to popular styles traversing the decades from the sixties to the nineties, passing the present and taking us well into the future.

Inspired by the architecture and streets of Paris, decadence is paramount to the collection, as the designer plays with interpretations of masculinity and femininity in her newest eyewear collection.

The diverse collection includes frames with upswept cat's eye shapes, alongside strong androgynous brow lines and retro pilot designs.

The ELLERY brand is well-known to offer a new guard of modern classics and pieces that will live on to remain both covetable and cult-worthy - Kym Ellery's new eyewear collection for Specsavers lives up to the same ethos.

Speaking of the collection, Kym says, "Eyewear is not just one of the finishing touches to your overall look, it can be a statement piece that you can build an outfit around.

"Each piece in my new collection tells a story and offers a versatility suited for a range of occasions from a daytime event, to an evening soirée," Kym says.

Angular shapes reign supreme this season and this is ever present in the new ELLERY eyewear collection. Commenting on this, Kym says "Why not let it filter down into your wardrobe by getting creative with structured designs in your overall look.

"I love to transform well-known shapes into something else completely and look to create pieces that have never been seen before. I've been looking forward to seeing the final execution and I couldn't be happier with the end result."

Continuing to push the boundaries in her designs, the frames radiate the ELLERY flare the designer is well known and revered for, with each frame adorned with a signature ELLERY eye crafted from a semi-precious stone on the temple tip.

These 10 new styles join the existing pairs in store to make up a total of 20 frames in the ELLERY eyewear collection. Launching in all Specsavers stores across New Zealand on 4 October, the ELLERY eyewear collection starts from \$299 for 2 pairs, single vision and includes flex hinges for easy wearing.

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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