



Specsavers

# AUTUMN/ WINTER

2019 EYEWEAR COLLECTION

MEDIA RELEASE

**Bold, bright frames and unexpected colour combinations offer opportunities for self-expression this season.**

Specsavers has unveiled the statement eyewear pieces for Autumn/Winter 19, with bright pops of colour and bold shapes a must-have this season.

Taking inspiration from the current 90s revival seen on the runway, the collection sees updated shapes, big and bold logos and bright colours. With reflective blues, luminous greens, rich reds, dusty pinks and purples and shades of gold, the range of eyewear options available will help glasses wearers to express their individual style, make a statement and really stand out from the crowd.

The Autumn/Winter 19 collection was unveiled by Stig Engelbreth Hansen, the Global Head of Product Design for Specsavers who explained, *"Glasses wearers are becoming more and more daring when it comes to selecting their frames. This season it's all about the attitude and confidence that glasses can bring out in the wearer. It is this desire for individual style that has led to a return of colour in our new season collections.*

Stig says, *"We've seen a resurgence of letterbox shapes emerging in invisible rimless styles and high bridge round-eyes. The eclecticism we have seen on major runways is shining through in eyewear, with big and bold logos coming back and brighter colours being used in translucent acetates."*

The most popular styles for women are oversized round metal frames, cat eye styles in bold acetate and vintage-inspired panto shapes. For men, panto shapes in both metal and acetate are key, while aviator style glasses are still a cool classic.

There are more than 200 new pieces launching throughout Autumn/Winter from designer collaborations and Specsavers' own ranges. Highlights include colourful ranges from Australian designers Alex Perry and Collette Dinnigan. Iconic pop princess and Specsavers designer, Kylie Minogue, will also be launching a new range which features a glamorous Clubmaster-inspired frame with a mottled red brow and copper detailing.

Joining the Specsavers designer portfolio are several exclusive international designer collections, including an iconic and colourful range from Parisian design powerhouse, KENZO; while British fashion brand Red or Dead will unveil a cutting-edge collection of glasses featuring interchangeable arms, so glasses wearers can swap and change their frame depending on their mood and personal style. A range of Specsavers frames with removable nose pads will also ensure a comfortable and perfect fit option for those with lower nose bridges, higher cheekbones, and wider faces.

Each of the frames in the Autumn/Winter 19 collection have been influenced by the key trends and shapes of the season. With an extensive range of choice in a strikingly bold colour palette, glasses wearers are guaranteed to find a pair to complement their style.

*"The aesthetic of the Autumn/Winter 19 collection chimes perfectly with our own aspiration to see specs wearers express their individuality through the glasses they wear,"* said Stig.

Priced from \$299 for two pairs single-vision the collection is available in 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