



AWW 2020

Specsavers unveils latest trends for Autumn Winter '20

Statement shapes, interesting materials and pastel tones are in this season

Specsavers has unveiled its latest styles for Autumn/Winter 2020. With more than 200 new pieces launching across its designer collections and Specsavers' own ranges, the new releases will ensure glasses wearers will have no trouble finding a frame to suit their unique style this season.

Specsavers has revealed the latest trends of the season from Translucents to Molten Metals, Soft Moss, Updated Earth Tones and Soft Touches of Grey, the hottest styles this Autumn/Winter very much evoke imagery to reflect the new season.

To help spec wearers find their next favourite frame, the expert team of Specsavers frame stylists have unpacked the key trends to look out for this Autumn/Winter. Specsavers' Head of Frames, Juan Carlos Camargo says, "This season, pastel tones and bold uses of acetate play a big part in Translucents, Soft Moss, Updated Earth Tones and Soft Touches of Grey, as does premium metals, textured surfaces and asymmetrical shapes in the Molten Metal trend."

Highlights include new collaborations with international design house DKNY, which has seen the exclusive styles recently joining Specsavers' designer portfolio. Iconic street wear label, Levi's is also set to launch in all Specsavers stores from 28 May. Other noteworthy releases include styles

from HUGO, Marc Jacobs and Tommy Hilfiger, along with statement frames from Kylie Minogue, Lyle & Scott and Alex Perry – all crafted to help the wearer express their individual style and to feel good in their frames.

Commenting on the materials and new shapes for Autumn/Winter, Juan continues, "The A/W '20 styles see interesting executions of the materials used, which has resulted in unique textures and interesting shapes in the designs. We have translucent acetate infused with bright pops of glitter in our new Marc Jacobs range, distinctive acetate and metal combinations in the Levi's collection and mottled acetate applications in our newest designer collaboration with DKNY – all up, the seasonal collection truly stands out for all the right reasons, with each frame created with premium quality finishes.

"Shapes emerging for the new season are those which have carried over from past seasons, with subtle nuances and evolutions. Vintage square shapes have been introduced in our Premium Metal range and the retro round frame continues to have a presence, with different interpretations such as squared off edges to give the style a geometric look. We are also seeing a new take on the aviator frame, with bridgeless designs reinterpreted with the use of twisted temples and rose gold detailing."

Priced from \$299 for two pairs single vision, the styles will be dropping throughout Autumn/Winter in all Specsavers stores nationwide.

For questions or product samples, please contact:

Emma Hopgood

021 161 4101

emmah@thisismango.co.nz

Katy Hughes

027 622 7902

katyh@thisismango.co.nz

Georgina Dawson

+61 (0)402 402 193

georgina.dawson@specsavers.com

*Prices correct at the time of distribution. Frames available while stocks last.

*All glasses are priced complete with single vision lenses

