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## Limited Edition 2024: Māori tattooist releases second collection with Specsavers, aimed at ending avoidable blindness across the Pacific

Māori tā moko artist Mokonuairangi Smith has partnered with Specsavers for a second year to launch a new limited-edition collection in partnership with The Fred Hollows Foundation NZ to help prevent avoidable blindness across the Pacific.

In the last 10 years, Specsavers has donated over \$1.3 million to The Fred Hollows Foundation NZ with The Foundation directing these funds towards the Pacific Eye Institute and Mobile Eye Clinic in Fiji.

With \$25 from the sale of each limited-edition frame going to The Foundation, Specsavers hopes to raise a further \$60,000 this year to support their important work.

In 2016 and 2019, Specsavers' first limited-edition frames featured the work of artist Dick Frizell. These were followed by limited-edition collections showcasing the abstract paintings of Samoan artist Fatu Feu'u in 2020 and 2022.

Building on the success of the first collaboration with Māori tā moko artist, Mokonuairangi Smith in 2023, this year's collaboration draws inspiration from the relationship to Pounamu, a stone that holds a special place in Māori culture.

*"The taratara notching on the temple is a genealogy pattern that signifies the generations past, present and future, reminding us not only of our shared descent from those ancient navigators that explored the Pacific, but how far the wood working traditional Pounamu has helped to advance," Moko said.*

*"The Karu o te Whenua pattern points to the many communities holding fast to their cultural ways and the role Specsavers has played in helping promote eye health within these communities."*

The design elements extend to the lens cloth and case, which features the Pūhoro pattern, speaking to the vast journeys Māori elders took, navigating ocean paths of Te Moana Nui a Kiwa (Pacific Ocean) to set up life in Aotearoa.

*"In search of Pounamu, ancestors of the Central Pacific voyaged to the South Island of Aotearoa New Zealand. The Māori name for the South Island is Te Waipounamu – which translates to – waters of Pounamu."*

*"Pounamu was used to make superior wood carving tools, helping to advance the wood carving and canoe building traditions so important to Maori, while Pounamu jewellery adorned the body and was a way to*

cement peace pacts.

*“With these references in mind, we have chosen a variegated green tortoise acetate that reflects the flecked inclusions of Pounamu and the beauty of light shining through it” Moko said.*

Cathy Rennie Matos, Specsavers Head of Sustainability: *“We are so excited to launch another range of limited-edition frames with Moko Smith that are not only beautiful but signify something special to the Pacific and Māori communities. We look forward to seeing the impact the sale of these frames has on eye health outcomes across the Pacific Islands.”*

Katie Hart, Philanthropy & Communications Director for The Fred Hollows Foundation NZ: *“We are so grateful for the proceeds raised by Specsavers through this collaboration with Moko Smith, and can’t wait to put these generous donations into action to help bring us one step closer to our shared vision of ending avoidable blindness and vision impairment in the Pacific.”*

Priced from \$169 for 2 pairs single-vision, the range includes two frames - one optical and one Sun exclusively in-store or online at [specsavers.co.nz](https://www.specsavers.co.nz).

## About The Fred Hollows Foundation NZ:

Last year alone, working with Pacific partners, The Fred Hollows Foundation NZ dispensed a total of 10,350 glasses and at the same time helped deliver over 81,000 eye consultations, nearly 6,000 surgeries and supported 23 graduates to become fully qualified eye specialists in the Pacific.

A key focus of The Foundation’s work with Pacific partners is to train and support Pacific eye care specialists, leading to strengthened eye health systems and creating more sustainable eye care services delivered by Pacific people.



### RED HOLLOWES 15

33758923 | 2 pairs single vision \$199



### FRED HOLLOWES SUN RX 11

33758930 | 2 pairs single vision \$199

**For interviews, more information, or high-resolution images, please contact:**

**Emma Clark-Dow**

[emmac@thisismango.co.nz](mailto:emmac@thisismango.co.nz)

021 155 4627

**Stephanie McCormack**

[stephanie.mccormack@specsavers.com](mailto:stephanie.mccormack@specsavers.com)

0477 279 700

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