



# MIMCO

## Specsavers

Media Release | February 2025

## Discover the newest additions to the Mimco Eyewear collection exclusive to Specsavers

Specsavers is proud to announce its latest collaboration, bringing the beautiful designs of iconic Australian accessories brand, Mimco, exclusively to its customers with an updated collection.

After launching the first Mimco Eyewear collection with Specsavers in 2023, the new range features four new optical frames and three new sunglass styles, designed for those who value individuality, style, and quality craftsmanship. The entire range will include 13 optical and seven sun frames.

Specsavers Head of Frames, Nelly Soleil is thrilled to present the newest Mimco Eyewear collection to customers.

*"Having launched our first collection in 2023, we are so excited to see the second collaboration out in the world once again. Working so closely with Mimco to create the new collection meant we were able to incorporate a range of unexpected and intricate design elements into the final frames that we know our customers love. A particular favourite is the subtle nod to the 'i' that features in the Mimco logo, which we placed sideways on front of the frames."*

Proud of its rich Australian heritage, Mimco has been creating, sketching, and designing in Melbourne since 1996. With the aim to create stylish accessories that balance timelessness with a unique twist, Mimco is fashionable yet fun, sophisticated yet statement-making (and always with an element of surprise).

Lisa Tyler, Head of Design at Mimco echoes the commitment to statement making style that defines Mimco and this collection.

*"At Mimco we believe in the power of an accessory and so the expansion into eyewear made perfect sense. Eyewear can elevate your personal style and who better to collaborate with than the experts at Specsavers. It has been a great collaborative journey, fusing the Mimco brand DNA with the knowledge of the Specsavers team around eyewear trends and styles to create a range that we know our Mimco customers will love."*

Each frame showcases stylish finishes and modern shapes. With attention to detail and impeccable craftsmanship, these frames will elevate any look, adding a touch of sophistication and flair.

Focusing on stylish, modern shapes within the range, the frames are also partially crafted from bio-based acetate called Acetate Renew, which is more environmentally friendly than traditional or standard bio-based acetate.

Discover the new expanded Specsavers Mimco Eyewear collection exclusive to Specsavers.

Available in-store and online from 9th January 2024 with prices starting from \$299 for two pairs single vision.

### For questions or product samples, please contact:

Emma Clark-Dow  
emmac@thisismango.co.nz  
021 155 4627

Stephanie McCormack  
stephanie.mccormack@specsavers.com  
+61 477 279 700

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